

MARCH 1957

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Electrical Merchandising



SPECIAL REPORT:
Kitchen
Merchandising



Apex Wash-A-Matic Clothes Washers with Fibre-Glass Spiral Tub Agitator



Apex Automatic Washers with exclusive Spiral Dasher



Apex Automatic Clothes Dryers



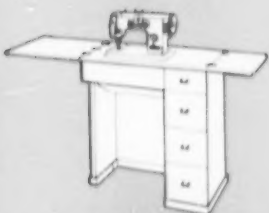
Apex Spiral Dasher Wringer Washers



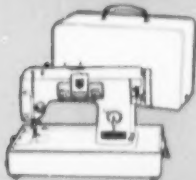
Apex Foldaway Spiral Dasher Wringer Washer



Apex Home Cleaners



White Desk-Model Sewing Machines



White Portable Sewing Machines

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Electrical Merchandising

A
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PUBLICATION

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ELECTRICAL MERCHANDISING



March, 1957

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of Appliance Values

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Now Westinghouse Frost-Free Automatic Freezer Defrosting in a model and size to suit and sell every prospect!

NEW 1957 WESTINGHOUSE Revolving Agitator Laundromats
A complete line. They prove themselves on the selling floor with the dramatic Sand Test!

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"FOCUSED SELLING" FOR SPRING! NO WONDER TOP APPLIANCE DEALERS ARE
MOVING TO WESTINGHOUSE AND MOVING WITH WESTINGHOUSE! GET THE
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FEATURING THE NEW 1957 WESTINGHOUSE LINE

Westinghouse
SPRING PARADE
of Appliance Values

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NEW 1957 WESTINGHOUSE Water Heaters
Choice of Quick-Recovery and Standard models in a complete range of sizes!

NEW 1957 WESTINGHOUSE Electric Ranges
A full line of full-featured models with Plug-Out Units and 1001 heats!

NEW 1957 WESTINGHOUSE Disposers
Most powerful in their price range... with extra-quality features!

NEW 1957 WESTINGHOUSE Freezers
Now in both Upright and Chest types... with all the most-wanted features!

YOU CAN BE SURE... IF IT'S Westinghouse



YOU CAN BE **SURE**... IF IT'S

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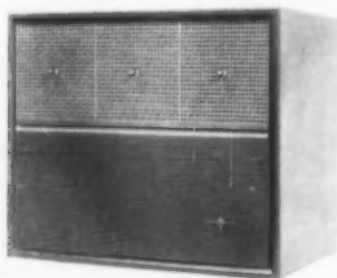
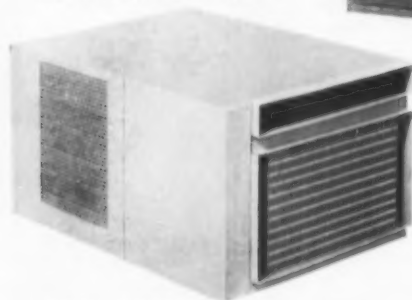
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means satisfied air conditioner customers
because every unit is thoroughly tested at
least 98 minutes—including simulated tropical
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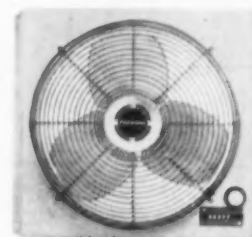


WALL-THIN PROFILE
ROOM AIR CONDITIONERS



ADVANCED CONVENTIONAL
ROOM AIR CONDITIONERS

WINDOW FANS



DEHUMIDIFIERS
WITH AND
WITHOUT AUTOMATIC
HUMIDISTAT



Exclusive Maximum Performance Testing, in addition
to regular quality control testing and inspection throughout
the entire production process make

Coolerator[®]

THE MOST SERVICE-FREE LINE IN THE INDUSTRY

McGRAW-EDISON COMPANY
LONERGAN MFG. DIVISION
ALBION, MICHIGAN

Business Quick-Check

| | Latest Month | Preceding Month | Year Ago | THE YEAR SO FAR |
|--|--------------|-----------------|----------|-----------------|
| SALES , factory, appl.-radio-TV index (1947-'49 = 100) | 169 | 195 | 178 | .6% DOWN |
| DEBT consumers owe to appl.-radio-TV dlrs. (\$millions) | 378* | 373* | 375* | .5% DOWN |
| FAILURES of appl.-radio-TV dealers | 36 | 31 | 30 | 20.0% MORE |
| RETAIL SALES total (\$billions) | 16.5 | 16.4 | 15.8 | 3.3% UP |
| DEPT. STORE sales index (1947-'49 = 100) | 126 | 129 | 124 | 1.6% UP |
| DISPOSABLE INCOME annual rate (\$billions) | 293.2 | 288.2 | 278.4 | 6.0% UP |
| LIVING COST index (1947-'49 = 100) | 118.0 | 117.8 | 114.7 | 1.5% UP |
| SAVINGS of consumers, annual rate (\$billions) | 22.0 | 21.4 | 18.8 | 25.3% UP |
| HOUSING starts (thousands) | 64.0 | 80.0 | 76.2 | 17.3% DOWN |
| AUTO output (thousands) | 642.1 | 597.1 | 612.1 | 4.9% UP |
| UNEMPLOYMENT (thousands) | 2,940 | 2,479 | 2,885 | 1.9% HIGHER |

(Sources, in order: FRB, FRB, Dun & Bradstreet, Dept. of Commerce, FRB, Dept. of Commerce, Bur. Labor Statistics, Council Econ. Advisors, BLS, Ward's Auto Reports, Census Bureau) *New Series

TRENDS

The revolution in the appliance-radio-TV industry is far from over.

In fact, 1957 could well be the most revolutionary year in recent industry history. Pressures on the industry as a whole and on individual firms are producing radical changes in the industry's established pattern. For example:

Experiments aimed at cutting the cost of distribution are continuing. This spring Philco will open a consolidated warehouse in Elizabeth, N. J.

No distributor will be replaced by this new facility but many traditional functions (warehousing, shipping, etc.) will be centralized in the Elizabeth building.

Factory branch distribution is growing, often at the expense of other company owned distribution. General Electric and Hotpoint have set the pace in this field, replacing many GESCO houses with G-E factory branches or the Hotpoint Appliance Sales Co. Now Westinghouse is taking distribution of its consumer products away from many of its company-owned WESCO houses. The first move came late last year when a WESCO branch was replaced by an independent. Now Westinghouse is opening its own factory branches in many areas heretofore served by WESCO.

(Thus, among full-line firms, only RCA Whirlpool, Philco and Norge still rely principally on independent distribution.)

Independent distributors, too, are facing ever-increasing difficulties. In New York, recently, a single-product manufacturer began looking for distribution and could find only two independent appliance wholesalers with the necessary capital to handle his line. Elsewhere in the country some of the best known independent distributors are having troubles, not the least of which is the amount of dealer paper they must carry.

Some dealers, particularly discount and promotional operators, are having troubles of their own. In Washington, two discount houses have closed their doors in recent weeks and in Philadelphia a whole series of promotional and discount houses have closed or are in serious financial trouble. At the same time, some independent dealers feel their position is growing correspondingly stronger. They note that manufacturers are turning more and more to them, rather than to promotional or discount houses. Some are being franchised on an associate distributor basis.

Nor are the changes confined to the distributor and dealer levels. Pressure of competition, for example, has forced several companies to reverse their policies on private brands. Westinghouse, for example, is now making Montgomery Ward radio and TV sets and will soon make automatic washers and dryers for the big mail-order firm. Lack of a 17-inch portable of its own has forced RCA to purchase substantial quantities of a 110-degree, 17-inch set from Sylvania. The reasons behind such agreements are complex but in most cases one of the biggest is a desire to cut overhead by running a plant at nearer its capacity than sales of the firm's own brand alone would justify. The Westinghouse TV plant, for example, had been operating at little more than half its capacity.

(Such moves will do nothing to reduce the requests of department stores and big accounts for "exclusive" models. But manufacturers as a whole remain reluctant to get involved in such production on a regular basis.)

As this is written the year is less than two months old. Yet it's taken just that little time for competitive pressures to bring about many of the actions cited above. It's only reasonable to look for more and more changes in the months ahead.

(Continued on page 6)

Terrific spring gift twosome!

matching
coffee service
in

lasting chrome



| INDIVIDUAL FLAVO-MATICS | | |
|-------------------------|----------|----------|
| | 2-5 cup | 6-8 cup |
| gleaming chrome | \$17.50* | \$18.95* |
| copper color | | |
| aluminum | \$12.95* | \$13.95* |
| polished | | |
| aluminum | \$11.50* | \$12.95* |

WEST BEND

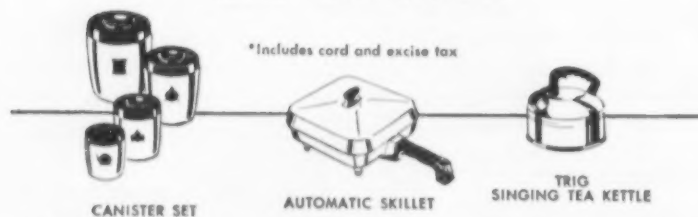
Flavo-matic

FULLY AUTOMATIC COFFEE MAKERS

Feature West Bend's beautiful Flavo-matic Twosome in gleaming chrome for all the gift occasions of spring. West Bend's perfectly-priced chrome automatic coffee makers are a terrific gift attraction to boost your sales for Mother's Day, anniversary and wedding events. Clear, shining chrome means enduring beauty!

And talk about superb coffee flavor! Perfect flavor is insured automatically with a Flavo-matic. Gentle percolation is the secret, with a combination of exclusive and patented features that provide correct timing and temperature control. Feature both Flavo-matics (6 to 8 cup and 2 to 5 cup sizes) for a twosome to make just the right amount of coffee for any occasion (from 2 to 13 cups or more).

WEST BEND ALUMINUM CO.
DEPT. 183 WEST BEND, WISCONSIN



FAMOUS WEST BEND GIFTS FOR THE HOME

TRENDS (continued)

That fabulous trip you took to Pago Pago last year or the gold-plated sports car you won the year before that could get you in trouble with the income tax collector.

There have been reports in recent weeks of manufacturers being asked to supply lists of recent prize-winners. Obviously, such lists could be readily checked against tax returns to see whether the individual had listed the prize as income.

The Internal Revenue Service people in Washington say flatly that they're not running a drive on this kind of thing. However, it's possible that the IRS director in New York, for example, could be making a particular point of going after this kind of thing while other offices aren't particularly interested.

It should be noted, however, that this kind of income is something of which the Bureau has always been aware. It's only logical to assume that as more and more such prizes are awarded (and as the prizes become more valuable) that IRS men in general are apt to be clipping the papers to see whether the man who got the prize put it down on his tax return.

One housewares manufacturer with Chicago showrooms in the Merchandise Mart is impressed with the number of key contacts he was able to make during the Winter Markets—a full 10 days before the opening of the Navy Pier Housewares Show.

Obviously, the latter is still of paramount importance, but this exhibitor is convinced that there are certain classes of customers who make only one trip to Chicago in January and that they usually pick the opening week of the Markets. In this group are divisional merchandise managers who are not averse to the idea of killing two birds with one stone by talking housewares business while in town to see furniture or appliances.

Actually, for the appliance manufacturer (and to some extent for his distributors and dealers) market activity in Chicago has become almost a three-week affair. The NARDA convention has made the second week of the Markets themselves more important than they had been and the industry's growing concern with new housing and the builder trade have made the Builder's Show a "must" for most manufacturers. At best, many executives find they can do little but shuttle back and forth between plant and Chicago for almost three weeks.

If you're curious about the kitchen business don't be surprised when you get two completely different answers for every question you ask.

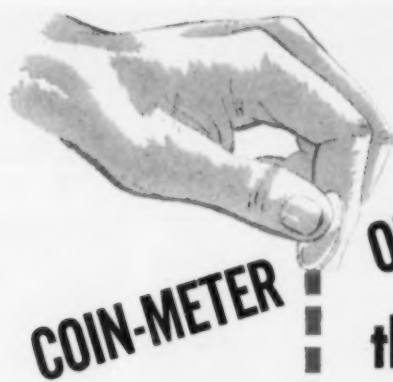
Such a result is pretty much inevitable since manufacturers seem to be gravitating to two almost diametrically opposed schools of thought about the kitchen business.

One group says frankly that the kitchen business is a complicated one which requires considerable capital, some degree of specialization, and a willingness to put a lot of time into the business.

Not so, says the other group, which thinks appliance dealers can cut themselves in on a share of the industry's business with considerably less trouble and money. These manufacturers favor a simpler approach. They think the dealer should concentrate on sinks and a few cabinets.

Obviously, you get different answers from each side. All the appliance dealer can do is weigh one against another, bearing in mind that the two camps are, by and large, talking about two different kitchen businesses.

End



COIN-METER

OPERATORS

throughout the Nation
are switching to the

SPEED QUEEN AUTOMATIC

because of its great

DEPENDABILITY *and* LOW-COST UPKEEP



Operators of coin-meter installations evaluate performance on a cold, dollars-and-cents basis.

They want *top efficiency*. They want *durability*. They want *rock-bottom operating costs*.

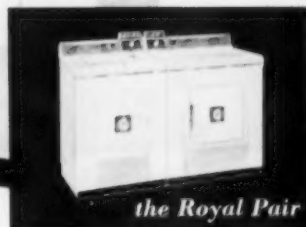
Actually, your customers want the *same thing*. Why not give it to them — and reap the benefit of *longer profit margins*.

Yes, Speed Queen has proved itself to be the industry's No. 1 *profit line*.

SPEED QUEEN

A Division of McGraw-Edison Co.
Ripon, Wisconsin

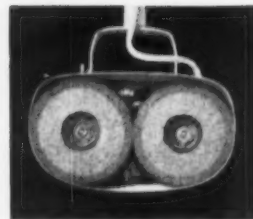
**McGRAW
EDISON**



the Royal Pair



New...and oh so light!



Exclusive! New Do-All Brushes scrub, wax, polish, buff. New design eliminates mess and fuss of changing brushes between operations.

HOOVER. FINE APPLIANCES

Now the specialists in floor care present

THE NEW LIGHT HOOVER POLISHER

JUST \$49⁹⁵

Lightest and handiest Hoover Polisher ever, yet it scrubs, waxes and polishes just the way a Hoover should

Now the sports car idea has come to the floor-polisher field. After years of research, Hoover has come up with a trim, light polisher packed with "big polisher" power (400 watts worth).

The new Hoover is feminine in appearance, from the top of the handle to the tip of the brushes. But, it will handle all the home scrubbing, waxing and polishing a housewife wants to tackle. And, lets her do it with one hand!

This new Hoover also has the kind of exclusive features that makes selling almost a matter of whipping out your order pad. Combined with this is, of course, the Hoover name itself. People think of us as the specialists in floor care. It's been that way for 50 years. This is the exciting new appliance that created a big stir at the Housewares Show, you know.

We've got a big advertising and merchandising package ready to go on the new light Hoover Polisher. The rest is up to you.

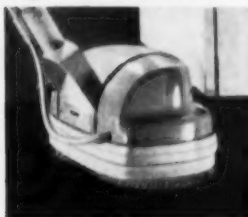
Only the Hoover gives you all these selling exclusives!



Exclusive! New Magic Handle switches polisher on and off. Positive lock in "off" position. Shortens to half its length for above floor polishing.



Exclusive! New vinyl splash guard around brushes helps keep scrub water from splattering walls, furniture. Vinyl bumper to prevent marring.



Exclusive! New Forecast colors! New streamlined design! Reaches hard-to-get places. Eliminates need for finishing edges by hand.



... around the house, around the world

newest kitchen idea yet...

INTERCHANGEABLE HINGED DOORS



let you display 6 different
color kitchens in the
floor space of one!

COMING SOON...the really different

 **Whirlpool KITCHENS**

SEE YOUR RCA WHIRLPOOL DISTRIBUTOR NOW

Products of WHIRLPOOL-SEEGER CORPORATION St. Joseph, Michigan

Join up! . . . it's easier to sell RCA WHIRLPOOL than sell against it!

Use of trademarks R&B and RCA authorized by trademark owner Radio Corporation of America

TRENDS

REGION BY REGION

... in the EAST

By Robert W. Armstrong



February sales edge up out of January slump, but dealer optimism shows some cracks . . . Discounters have their troubles

JANUARY business is traditionally lousy, so nobody expects much, but this year, according to eastern retailers, it was worse than usual and sales didn't begin to move out of the doldrums until February.

On top of poor business dealers evidenced signs of uneasiness and uncertainty about the future for the first time in many months. Some of them blamed the public disposition to stay home on all the recent high-level talk about hair curling depression, but others were obviously affected themselves by the very same talk.

One Philadelphia dealer said, "All this depression talk during the past month has really hurt business. Maybe it will wear out of the public's mind in time, but right now it has created a bad situation."

A western New York distributor felt the same atmosphere among many dealers, said, "There are some shaky elements cropping up, although we don't see any real distress signs yet." And up in Boston another distributor found "a basic feeling of uncertainty among dealers. They don't know whether they're buying right or not."

Discount houses have been finding the going especially rough. Down in Washington, D. C., two closed their doors in January. One big Philadelphia operator called a meeting of those creditors to whom he owed \$10,000 or more—and wasn't surprised when nine men showed up. In the same city, the story goes, another discounter, in the hole for about \$250,000, closed the last of his stores, handed the key and about \$200 to his lawyer with the words, "You handle it. I'm going to Florida."

This trend, if it is a trend, won't sadden many "legitimate" retailers. In fact, some of them express the hope that this is the year that the out-and-out discounter will find things very tough indeed. One big Philadelphia merchant was positively gleeful about the prospect. After two discounters moved practically next door he had to learn how to compete and succeeded so well that now his own sales (which he attributes to personal

interest in customers and good service) are growing while the discounters' are diminishing.

Department stores are also showing signs of a tough competitive attitude and some smaller retailers are frankly scared. For example, one Boston dealer, who reported that his January business was off 50 percent from 1956, blamed it on the fact that "everybody is cutting prices to compete with the department stores which have been cutting their prices to get the discount houses."

Another viewpoint on the same situation comes from a Boston distributor who says he did a pretty good business in January because "we don't sell the department stores and have been given a boost by independent dealers who have been looking for lines with good spreads. Department stores have been selling other lines at about \$10 over dealer cost. Dealers will buy our line because it is not competitive with lines being sold by department stores."

More than any other single factor, over-extended credit seems to be the underlying cause of current discounter failures. Plenty of dealers, too, are reportedly over-extended. And all it takes to upset the appletart is one creditor who decides he's had enough.

After a poor January things began to look better as February weeks went by. For example, a usually optimistic Philadelphia merchant said that January was "very slow—less than half that of January, 1956," but he added that "the first two weeks of February picked up remarkably. Washers, ranges and even refrigerators moved better and we are three times ahead of January already." During the first two weeks of February, he reported, he sold more big-screen, black-and-white TV than in all of January. Portable TV and hi-fi, of course, were still moving well and in one February week he sold seven air conditioners.

A much-worse-than-average January experienced by another Philadelphia merchant didn't dim his hopes. Said he, "I think it's going to continue slow throughout February and there will be a general pickup in March. March has always been a good month."

In western New York some improved weather helped dealers compensate for poor January sales. Said one, "Business has picked up in February. We were under during January and the cold weather hurt us. TV, laundry equipment and ranges are selling best. Refrigerators are spotty."

A Buffalo retailer declared, "We just had a big TV sale that was a beaut and the Saturday just passed was one of our best in many months. Surprisingly, we are doing a good job in color TV and we look for a big color market in the fall. Refrigeration and laundry equipment are doing well."

His surprised praise of color TV isn't as infrequent a phenomenon as it used to be. Seems like fewer and fewer dealers mention it just to knock it. One, in fact, claims that he made more dollars in profit on color TV during 1956 than

from the 350 automatic washers he sold and cites as an example of the money to be made on sale involving a \$695 receiver, an antenna and a service policy on which the purchaser will be paying him \$37 a month for three years.

While TV has been moving unusually well for many eastern dealers—considering the season—one in Washington has an idea that pulls a switch on usual operating policies. He's thinking of giving up TV entirely because of the investment in money and space and will concentrate on kitchens and single appliances. If his plans materialize he will reorganize his sales floor to emphasize kitchens and will sell single-units from the kitchen displays.

... in the MID-WEST

By Tom F. Blackburn



Kentucky floods ruin appliances sold on time and dealers get hurt . . . Low prices for washers and shavers . . . Accounts receivable on rise

THE flooded areas in eastern Kentucky are bringing havoc to appliance dealers who have a lot of appliances out on time sales. For the flood levels hit every home and unless the appliance is properly dried out, it is usually put out of operation the first time the electricity is turned on. The person who buys on credit is most likely to throw it back on the dealer, long before it is paid for. A similar situation occurred in Louisville about 15 years ago when high waters filled in the basements of a lot of homes. This time, Barbourville, Pikeville and Hazard are towns affected. No one can tell how much money is lost until a checkup is made, and the flooded appliances picked up. The ruin will be largely in motors in washing machines and refrigerators.

Springtime always sees an electric shaver price war. This time it is in St. Louis. Victim there is the Remington Rollectric for \$12.95 with a trade-in. Sears-Roebuck, Famous-Barr & Co., and Katz Drug Store were selling them at \$14.95 with trade-in.

Big merchants have been trying for a long time to get the price of an automatic washer below \$200. Sears called it the "magic number." A number of deals have been offered at less than \$200 but last month Carson, Pirie & Scott came

(Continued on page 12)

TRENDS REGION BY REGION

up with a special purchase a national brand automatic washer for \$99.95. Sorry no phone orders, ran the ad.

A steadily rising trend to push the top of the line in merchandise is a logical result of discounts. Naturally, dealers want to sell as big a piece as possible. This goes for little Midwestern dealers as well as the bigger discount houses.

But one Midwestern operator has stolen a march by selling middle of the line or low priced models wherever possible. If a woman comes in and wants a fancy automatic washer, with top lights and everything, he says, "What do you want all those lights and things for—you're keeping it in the basement, aren't you?"

He quotes them a price on a lower priced model, and it seems such a gigantic saving over the other discounters that she usually buys it. Since this operator does more than \$1-million in appliances yearly, apparently his strategy is worth considering, because it is most effective.

Trade-ins by the pound of flesh. In Duluth, Minnesota a proposition recently worked in which the store offered 33¢ a pound on trade-ins up to the combined weight of husband and wife. Couples were asked to step on the scale together and the total weight jotted down. They were, of course, buying an automatic washer and dryer and this was the store's way of figuring how much they would be allowed on their trade-in.

A great increase in accounts receivable is evident from dealer cost-of-doing-business reports now being filed with NARDA. An outstanding distributor in Wisconsin reports that distributors all over the country, including himself, have had a great increase in accounts receivable. In fact, this distributor will only make 1½ percent profit this year.

Retailers who are harassed by the tight money situation may benefit by the report of one who has reached back 40 years for an idea which is getting him loose. The old idea involves an approach to savings account holders where banks would not let you have the money. In every town, there are a number of people who have money on savings at 2 or 3 percent. Idea is for the dealer to sell them notes secured by his collateral on appliances. He has his signature on it, of course, and stands behind the contract. The savings account owner gets cut into some gravy, the dealer gets a little more liquid and everybody is happy. It is an old idea, but it is coming back.

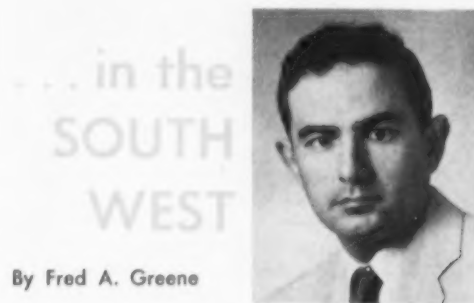
Two Woolworth stores in Chicago are selling television. It is the Admiral portable, at \$100. The Hillside store of Woolworth's carries a complete line of General Electric radios and electric housewares.

Something new under the sun has appeared in the electric motor made for air conditioners. You will remember a couple of years ago how the utilities got together and said that room cooler motors would have to be improved, or something would be done. One of the difficulties lay in plugging in a motor that is going to run all day or all night on a 115 volt line that had other units working off of it. Last year, the answer was the 7½-amp, ¾-hp job, which drew only 7½ amps instead of the customary 13.8 amps.

The solution to the difficulty, it seems, came with placing the motor in the compressor, where it is surrounded by chilled gas. As B. A. McDon-

ald says in the September, 1956, News Bulletin of the International Association of Electrical Inspectors: "It is evident that a motor operating in a chilled atmosphere of a refrigerant will be able to deliver more power than one which operates in a temperature several degrees higher." "As a result," continued Mr. McDonald, a ¾-hp hermetic motor is equivalent to a 1-hp conventional motor.

"While the design features of the special 7.5-amp conditioner take advantage of a very low power factor, the fact remains that our old homes, apartment and tenements are not wired so that such a continuous load may be safely added to an existing circuit."



By Fred A. Greene

Most dealers not interested in kitchen business . . . 1957 sales off to good start . . . laundry equipment leads the way . . . credit headache worse

TO be or not to be a kitchen dealer. That is a question many Southwestern dealers are pondering these days.

You need to look hard if you want to find anyone actually in the kitchen business. Several dealers admit to thinking about it, but unusually enough, a big majority of them are not even considering it.

The major objections appear to be installation, time involved in making a sale and space necessary for display.

Of course, distributors down here will take issue with objecting dealers. But that isn't going to solve the problem. As one retailer in Beaumont points out:

"It's a matter of lack of education on the potentiality of the kitchen business and its problem."

It may well be that such a lack of education has hindered dealer expansion programs. Certainly the objections put forth leave that impression—especially when you consider that the few dealers already in the kitchen business are having good success. Most dealers are willing to listen but they want a concrete program that will solve the problems they worry about.

Dealers report enough woe in trying to make profits on what they sell now. They don't want to be bothered with more problems. If the manufacturer and distributor can offer dealers a solution to their individual questions about the kitchen business, those who are objecting now are willing to listen. But they must be convinced.

It is with this thought in mind that a Dallas distributor plans a kitchen clinic to explain to dealers the problems involved. The firm hopes, during the two-day meeting, to answer individual dealers' questions and to help them initiate plan-

ning to get into kitchen modernization.

It won't be an easy matter, what with dealers bothered by keeping costs down and profits up. They aren't in the mood to tackle extra expense—such as hiring specialty salesmen, giving over valuable display space or adding servicemen to handle installation and service only to find themselves engaged in another cut-price appliance struggle.

January business was considerably better than a year ago and in a few cases dealers report sales exceeded December figures. A Little Rock distributor noted January sales the best ever for the first month of the year. A Texas dealer says his business was about par with January, 1953—his best month.

There is no sectional definition to the improved business. Though fairly good rains have made a dent in drought conditions in many areas, it is too early to forecast whether the moisture will provide the crops which will provide the money with which to buy more merchandise. The topsoil got a good soaking, but the subsoil needs it, too. If more rain falls in a steady fashion, then perhaps the Southwest will see better days ahead.

Dealers who did report decreases had figures ranging from 5 to 50 percent. In most instances, these compared to December business. In comparing with a year ago, things weren't quite as bad.

Sales, closeouts and just plenty of horse trading probably were major factors for better business. Promotions also played a role. In San Antonio, a dealer put on a 3-day washer demonstration in his four stores and came up with better than 100 units sold. In Beaumont, a dealer actively tying in with Gulf States Utilities' dryer campaign, moved 100 dryers from Jan. 1 to Jan. 28—compared to only 150 units sold in all of 1956.

White goods moved slowly in most instances throughout Texas. Refrigerators and washers were about even as dealers' top sellers. Ranges lagged with one or two exceptions. Several dealers pointed out that the bulk of sales were 1956 closeouts and movement in many cases was confined to price leaders.

TV sales went from poor to fair with only two dealers saying they had good movement. Portables topped the list with low priced consoles and table models running close behind.

Laundry equipment led the way in Oklahoma. Dryers were particularly active due to utility promotions. A Tulsa dealer showed a 200 percent increase in dryer sales—his only increase in white goods. Refrigerators picked up while ranges generally were down in movement. On the whole, however, white goods experienced a fair to slow month and dealers were discouraged. A slight pickup in early February may bode well for the future.

Sooner state TV sales were off badly. Movement was confined to low end models, although good results—comparatively speaking—were noted in portable lines.

Reports from New Mexico show laundry equipment moving at a fair pace. TV sales have been slow. One dealer reports his price range as \$249.95, while another says he is getting most of his business at around the \$179.95 level.

In Arkansas, which has been the one bright spot in recent months, white goods have had good movement—with one exception. Dryers topped one distributor's list, while freezer sales are termed excellent by another wholesaler. Special priced refrigerators also moved at a fast clip.

(Continued on page 16)

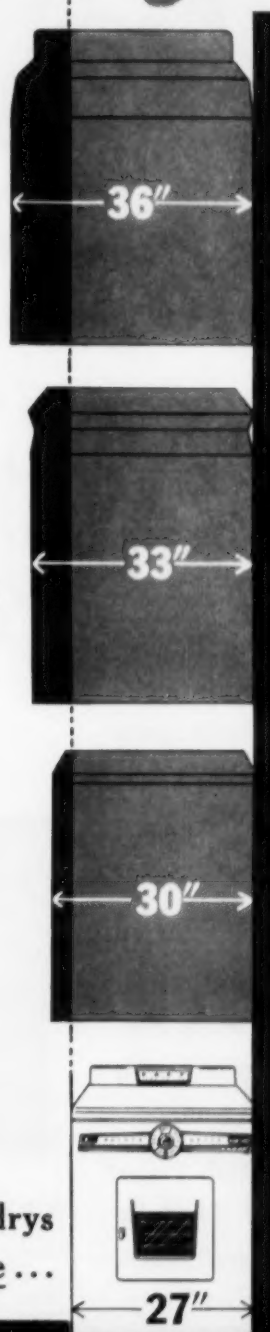
size-up the leading '57 combination washer-dryers!

only one
does up to a 10-lb. load
in just 27-inches
of wall space!

the answer is EASY!

- TOP LOAD CAPACITY
washes and dries up to 10-lbs. better!
- MOST COMPACT IN INDUSTRY
27-inch size fits more customer homes!
- SIMPLEST TO OPERATE
with a single control dial setting!
- PROVED BY PRINCETON KNITTING MILLS
as the very best performer on the market!
- LOWEST PRICED COMBINATION
you can sell on your floor!

the only combination that washes and dries
bigger loads ... in less space ...



IT ISN'T
the widest of all
combinations ... that takes up to
36-inches of wall space to wash
an 8-pound load.

IT ISN'T
the tallest of all
combinations ... taller than
counter-height and 33-inches
wide, too.

IT ISN'T
the smallest capacity
combination ... that does
"up to 8-pounds" in a
30-inch unit.

Easy Laundry Appliances Division
The Murray Corporation of America
Palmolive Building
Chicago, Illinois

the answer is

EASY

Look who's pitching for **BOB FELL**

... with a **FIREBALL** promotion
that'll bring in record crowds

What's America's favorite sport? Right—it's baseball. Who's one of the all-time pitching greats, tops in popularity? Right again—it's BOB FELLER.

Put them together and you just *know* Motorola's Bob Feller promotion has all the excitement of a ninth inning homer.

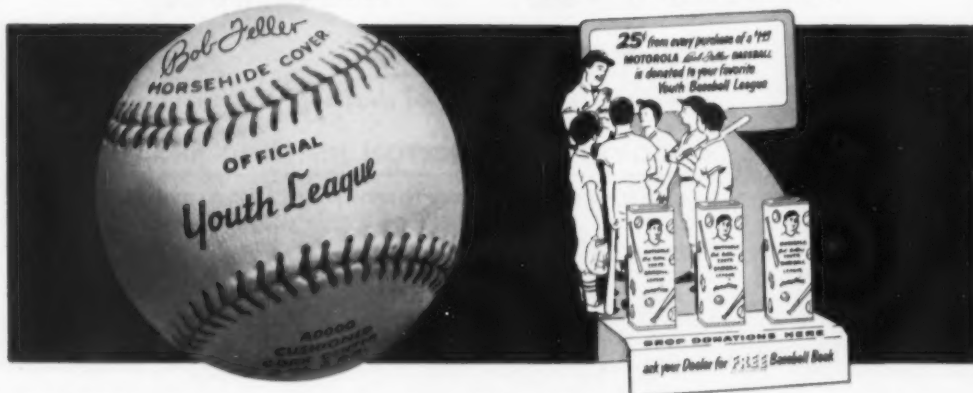
And you just *know* dads everywhere will pull their lads into your store when Bob Feller, the pied piper of the sports world, starts pitching for Motorola and you.

It's a sure winner! Because Bob Feller will *really* be working for you. He'll be working in store displays, in your windows, in your ads, in special "Bob Feller" merchandise. He'll even be available for personal appearances.

So if you want to get in on a *sure* thing, watch for announcement soon from your Motorola distributor.

1 Offer Bob Feller's
Autographed Baseball
for only \$1.49

2 A grandstand play
that makes you
look like a hero



- It's a \$2.50 value • an official baseball • one dad and lads will love
- irresistible at \$1.49 • sure to build traffic for you.

Every time you sell a Bob Feller baseball, you hand 25¢ back to the lad. Tell him to drop it in the coin-collecting can of his choice. These cans are labeled with the names of local boys' clubs—"Pony League," "Little League," YMCA, Boy Scouts, Cub Scouts, American Legion or Babe Ruth League.

It's an unbeatable way to build good will. Yet it costs you nothing. Your Motorola distributor has the secret.

Another promotional first from

Motorola and you!

LER



Bob Feller, all-time pitching great. Now Motorola's counselor on youth athletic activities.

3 Traffic building promotional aids help you lead the league in sales



- Life-size, lifelike cutout of Bob Feller for store and window displays
- Newspaper ad mats
- Glossy photos of Bob Feller
- Bob Feller's book, "How to Improve Your Baseball"
- Banners, streamers, pennants.

Strike out your competition!

Watch for
announcement soon
from your
Motorola distributor.



MOTOROLA

World's Largest Exclusive Electronics Manufacturer

In Canada: Addison Ltd.

TRENDS REGION BY REGION

TV sales have been good, with low end models and portables getting the most attention.

The credit situation, while not especially serious just yet, shows definite signs of being a major headache. A larger number of dealers report they had to tighten credit to eliminate more marginal risks. Repossessions are on the rise for a greater percentage of dealers.

While credit has become more of a problem in Texas, it is far more serious a matter in Oklahoma where one distributor says he's had 5 bankruptcies among dealers in Oklahoma City and Tulsa in a 10-day period. Dealers are having to spend more time collecting back payments and delinquencies are on the upgrade.

While most dealers and distributors look for improved sales this year, few, if any, are predicting better profits. The answer to the overall volume-profit picture for a big segment of merchants can be summed up in three words: "If it rains."

Certainly this is reflected in a report issued by the Federal Reserve Bank of Dallas which gives a good idea of the extent of the drought. There were 167,322 farm borrowers and their indebtedness exceeded the national average by better than \$200 per loan. In addition, over half the bank credit outstanding was for current operations, family living expenses and feed livestock operations—a significantly higher proportion than in the nation. In addition, the bank adds, these figures do not reflect loans given to many farmers from other sources.

... in the SOUTH

Dealers see '57 business equal to '56

... Sales will rise, but profits will dip

... New interest in kitchens

DEALERS in the Southeast are generally convinced that appliance business during 1957 will be "about the same as it was last year."

A note of warning was sounded, however, by one large Atlanta dealer. "We're going to have a good year" he said, "but the dealer that isn't watching his operating expenses carefully may find himself in trouble."

In several instances a note of criticism of manufacturers crept in. "There's a continuing tendency to flood the market". And the inevitable complaint followed—"then we dealers have to wheel-and-deal."

For the most part dealers are watching a tendency for profits to slip downward slightly in the face of an increase in dollar sales.

Appliance dealers have also noted an increase in cash purchases. In at least one case this has also resulted in a drop to less than two percent of past dues.

Another large Southeastern dealer reported he was anticipating a ten percent increase in business in 1957 but mainly because of an added operation in his home city.

As for the effect on sales of rising prices, this dealer said frankly—"It hasn't had any effect.

The public doesn't remember from day to day what the price was the previous day."

After a month's operations in 1957, dealers reported they were keeping their inventories at about the same level as this time last year.

Washing machines are uniformly moving best. A dealer attributed this in large measure to a growing scarcity in the Southeast of domestic labor and the high cost of such labor when available. Freezers are moving slowly.

In the Southeast generally and in the Atlanta area particularly, the luxury kitchen with a "plus" is again affecting the thinking of appliance men after a period of lagging interest.

That "plus" is not in the area of the actual appliance so much as it is in just what part the kitchen is going to play in the general decor of the home.

"We've had the wall oven now for two years", one appliance executive said recently, "and frankly, we're waiting for something else new now."

But this "plus" is having a direct bearing on appliance profits. The retail sale price of appliances alone in a recently completed Atlanta kitchen amounted to more than \$5,000.

Rich's of Atlanta has been working to make "the kitchen at one with the home itself." And the giant department store's appliance sales have benefited accordingly.

"In our kitchen planning department," a Rich's merchandising chief pointed out, "we have been trying to get away from the completely functional, stark, sterile kitchen. And we've not been satisfied with merely suggesting a blue stove for a white one."

But Rich's records indicate that such new kitchens are not by a long shot confined to newly-constructed houses. In fact, many residents of Atlanta's fashionable Northside have been having the kitchens of their fine old homes remodeled. "The new appliances are an attraction", one recent such purchaser admitted. "But I'm also anxious to show off a kitchen that really matches the house."



"OF COURSE, THE MAGNETIC DOOR CATCH IS OPTIONAL."

... in the GREAT LAKES

Complaints on carload shipments . . .

February finds dealers optimistic . . .

Laundry sales moving briskly

DEALERS in the Great Lake regions who buy by the carload are protesting long and loud to at least two manufacturers who, they claim, are "packaging" them without their consent.

"I am not getting more than 50 percent of the models I order," one Detroit dealer said. "I'll get a call from the manufacturer on shipping day and am told they have to 'substitute' for a few. Then I get what they want to ship me, and always the high priced models are the substitutes."

Two Cleveland dealers are complaining at what they agree is a trend. "But, says one, 'what can you do, I have to have merchandise and, while I protest at this 'packaging' deal, I take the shipment, but I always come out on the lean end financially.'"

By and large, appliance dealers in the Great Lakes region are managing to get up off the January economic floor with a general increase in February sales.

In Youngstown, where dealers sales dropped from 15 percent to as much as 33 percent in January versus January, 1956, February will equal sales volume attained by most dealers in 1956. But a slump in that area was pretty much due, say dealers, since most of them experienced the best dollar volume in their history in December. Miserable weather—snow, sleet, and ice—is blamed for the poor January business, coupled with pessimistic outlook by long-haired economists.

A cross section of Dayton dealers report February volume much improved over January. Two of the most disturbing factors in Dayton are the constant ebb and flow in new retail outlets and competition from a local public utility company in the retail home appliance field. Retailing both gas and electric appliances, the utility company now only uses newspaper space to attract customers. It also has a sales force for follow-up and door-bell-ringing type selling. Jockeying by dealers for more outlets in the rapidly expanding suburban areas has resulted within the past few weeks in one opening up two more stores, another closing one of his three outlets, while a third expanded his retail stores by six (all small) during the past years. At the same time a few others were closing with distress merchandise being thrown on the market and advertised at "less than cost."

February sales volume in dollars in Cleveland definitely improved. For the average dealer January was an almost complete dud, although a few, by extra heavy advertising and big price reductions, managed to hold dollar sales to within a few points of a year ago.

One Detroit dealer, catering to the mass sales market, maintained his February, 1957, dollar volume sales just about even with 1956 by devoting the major effort to close-outs. But even in

(Continued on page 29)

YOU GET MORE TO DEMONSTRATE

...that's why

It's easier to sell



Whirlpool

than sell against it!

TAKE A LOOK!

DEMONSTRATE

ALL NEW AIR



Look at all these *sales-closing* features!

- 2 Appliances in 1 . . . a big automatic defrosting refrigerator section *plus* a true zero-degree freezer.
- Automatic ice tray filler . . . refills right inside the freezer (optional).
- Ice water tap . . . a never-ending supply of drinking water (optional).
- Easy-action glide-out shelves . . . bring everything "out front."
- Handy new meat keeper . . . keeps meats at a safe temperature level.
- Big window fruit bin . . . holds up to 22 lbs. . . . tilts down for easy loading.
- Jumbo twin porcelain enameled crispers . . . extra deep and big with a 30 quart capacity.
- New super-size interior lighting . . . floodlights the interior.
- Full capacity glide-out freezer basket . . . holds 40 lbs. of food.

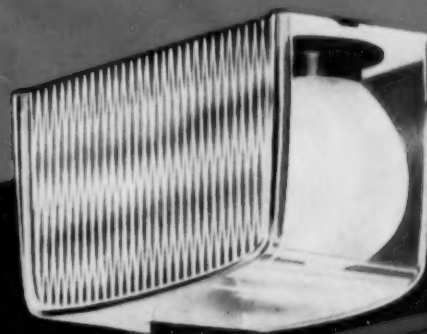
PURIFYING SYSTEM

in the fabulous '57



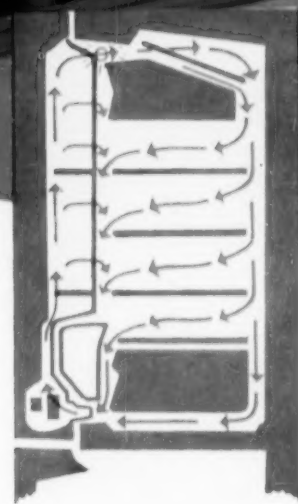
Whirlpool

REFRIGERATOR-FREEZERS



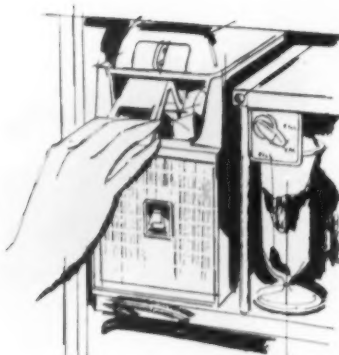
**designed to keep foods fresher
longer...combat odor and
taste transfer!**

New and revolutionary... the Air Purifying System is the greatest news in refrigeration. The air that touches your food is circulated through ultra-violet rays from the purifying lamp... cutting food spoilage, and odor and taste transfer! The circulated air maintains an ideal temperature throughout to protect foods wherever they're stored... *even in the door shelves!*



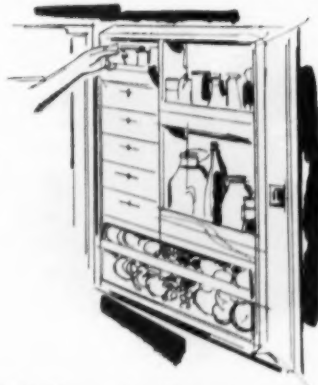
and here's more to demonstrate!

INSTANT ICE CUBE EJECTOR



Ice cubes faster and easier than ever! An easy press on the ice tray handle instantly releases new slim cubes into the handsome server bin that holds up to 8½ pounds!

WORLD'S MOST CONVENIENT DOOR



Here's "specialized" storage for everything! There are individual compartments for butter, cheese, eggs, and bacon. A tilting window fruit bin holds up to 22 pounds. Deep, roomy door shelves hold half-gallon milk containers easily!

RCA WHIRLPOOL Home Appliances

Products of **WHIRLPOOL-SEEGER CORPORATION** St. Joseph, Michigan

Join up!... It's easier to sell RCA WHIRLPOOL than sell against it!

DEMONSTRATE

BUILT-IN

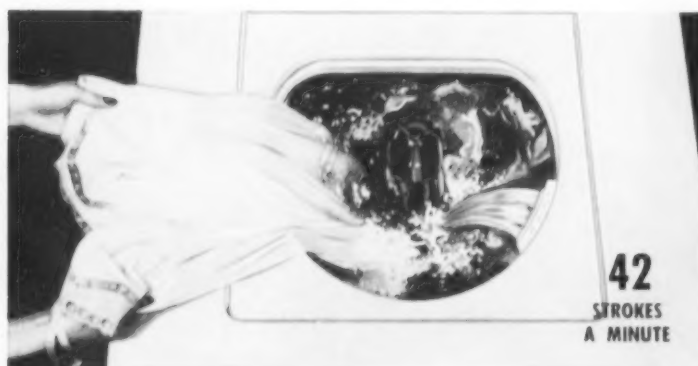
in the fabulous '57

RCA Whirlpool
AUTOMATIC WASHERS

DEMONSTRATE 2-speed, 2-cycle washing

When you demonstrate this "gentle action" you'll get sales action! It's a special slow speed for modern "synthetics" that gently washes even the most delicate lingerie in from one to four minutes.

And demonstrate this faster "normal action" that thoroughly — but gently — washes work clothes and "regular" fabrics just right . . . with a choice of from one to 14 minutes washing time.



DEMONSTRATE all these additional selling features

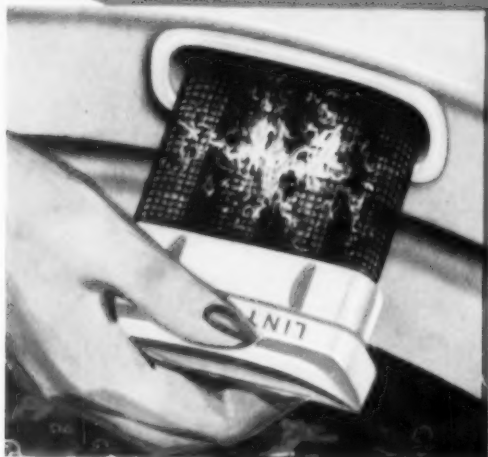
- **Built-in Suds-Miser®** that ends costly waste of soap and water.
- **7 Rinses** — most thorough known, yet uses less water.
- **Free-flow Draining** that pulls soil away from clothes — not through them.
- **9-Pound Capacity** — saves time and water, means fewer loads.
- **Illuminated Electric Door Release** that makes loading easier.
- **Automatic 3-Temperature Water Selector** with convenient fabric guide.
- **Ultra-Violet Germicidal Lamp** that helps destroy common germs, freshens clothes.
- **Automatic Spin Stop** when door is open — another big safety feature.

RCA WHIRLPOOL Home Appliances

Products of **WHIRLPOOL-SEEGER CORPORATION** St. Joseph, Michigan

Join up!... It's easier to sell RCA WHIRLPOOL than sell against it!

LINT FILTER



**the only lint filter
that does not interfere with
loading or unloading clothes.**

Demonstrate and sell one of the most-wanted features in automatic washing — the Built-in Lint Filter in RCA WHIRLPOOL washers! Show prospects how the fine mesh screen catches and holds those objectionable particles of lint and fuzz — screens them out of wash and rinse water — works full time, with partial or full loads! Point out that because *this* lint filter is built-in it is never in the way — and there are no "pans" or gadgets to fuss with. Demonstrate how this unique washing feature provides "lint-free" clothes — and you'll sell more RCA WHIRLPOOL washers than ever!

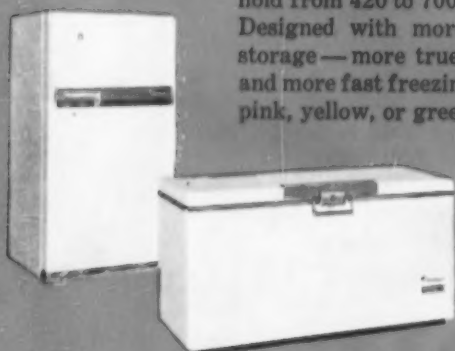


DEMONSTRATE



5 chest models

...In from 12 to 20 cu. ft. capacities that hold from 420 to 700 pounds of frozen food. Designed with more convenient "on top" storage—more true food storage capacity and more fast freezing area. Choice of white, pink, yellow, or green exterior.



6 upright models

...In from 12 to 20 cu. ft. capacities that hold from 420 to 702 lbs. of frozen food... with Tite-Seal construction, high density insulation, scientifically-spaced freezing coils, adjustable temperature control. Choice of white, pink, yellow, or green exterior.



FAST FREEZE FAN

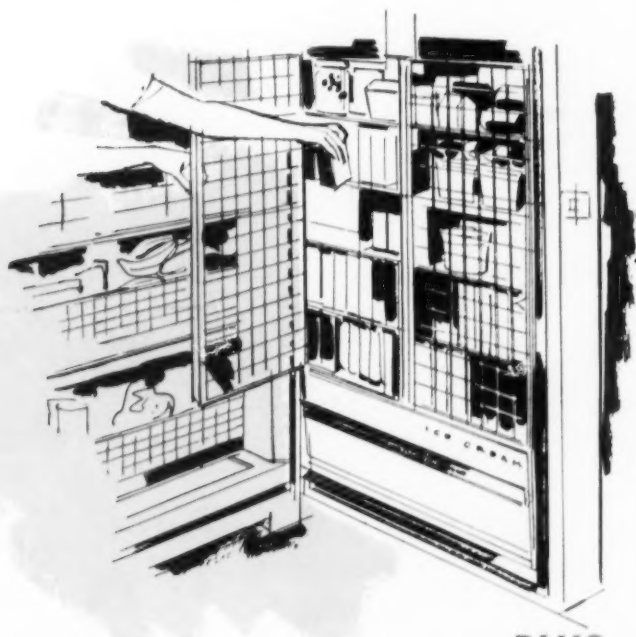
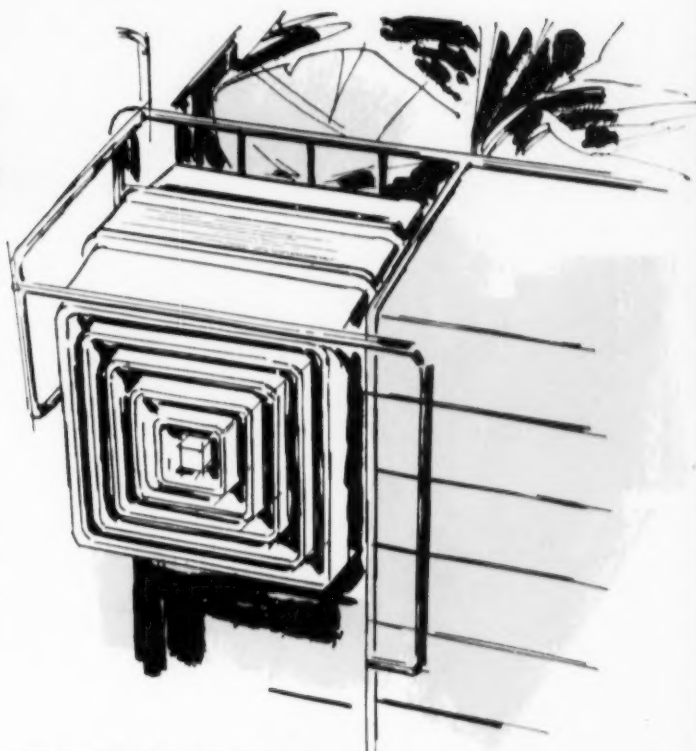
in the fabulous '57



Whirlpool FREEZERS

freezes food twice as fast

It's new...and a selling plus for you! In chest models the Fast Freeze Fan sends a blast of "zero-cold" air directly against the food in the fast freeze section — to freeze foods twice as fast — just like commercial freezers do. In addition, there's fast contact freezing against all 7 interior surfaces. In upright models the Fast Freeze Fan circulates a stream of "zero-cold" air throughout the interior — *even in the door* — to maintain the constant temperature necessary to guard the peak of flavor.



DEMONSTRATE

more convenience with
the super-storage door

Show your prospects this big, roomy door that actually holds up to 131 different items — and they'll go for it!

Let them try the handy can dispensers...point out the full-width tilting ice cream bin that holds up to 2¼ gallons...show them the deep, roomy, adjustable door shelves. They'll quickly see for themselves that foods are easier to store, easier to reach — kept much more conveniently in an RCA WHIRLPOOL Freezer!

PLUS...

- 2 Glide-Out Freezer Baskets
- Safti-Lite and Key-Lock
- Automatic Defrost Water Disposal
- Removable Storage Dividers
- Big Convenience Baskets
- Counterbalanced, Self-Aligning Lid

RCA WHIRLPOOL Home Appliances

Products of **WHIRLPOOL-SEEGER CORPORATION** St. Joseph, Michigan

Join up!...It's easier to sell RCA WHIRLPOOL than sell against it!

17 COOKING FEATURES

in the fabulous '57

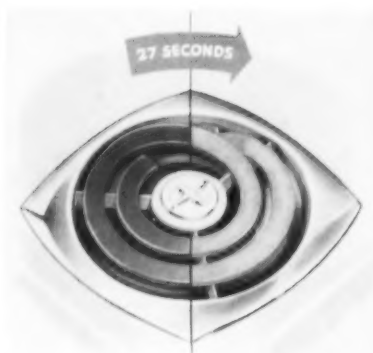


Whirlpool ELECTRIC RANGES



DEMONSTRATE exclusive Bar-B-Kewer Meat Oven

Show prospects how they can actually barbecue indoors — give all meats a new delicious flavor with the special, low radiant heat!



DEMONSTRATE new, Infinite-Heat Speed Unit

Point out how this high speed unit actually reaches the selected heat in only 27 seconds ...and point out the infinite selection of heats they can have!



DEMONSTRATE built-in Convertible Griddle

This 2-in-1 feature is a sure sales-closer! Grill foods perfectly, greaselessly...convert it to a 5th top unit that gives 50% more top surface cooking capacity!



DEMONSTRATE exclusive Dispos-A-Bowl Liners

Swing up the hinged monotube unit and show how these aluminum liners can be wiped clean or economically replaced.

...and demonstrate these other big features!

- Automatic Rotisserie
 - New Automatic Meat Probe
 - New "2-set" Automatic Clock
 - New "Guide-Line" Control Indicators
 - Fully-Illuminated Top
 - Giant 5th Top Unit
 - Counterbalanced Doors
 - 7-Heat Monotube Units
 - Roll-Out Utility Drawer
 - Safety Oven Racks
 - Balanced Heat Oven
 - Radiant-Heat Broiler
- Thermostatically Controlled Top Burner

RCA WHIRLPOOL Home Appliances

Products of **WHIRLPOOL-SEEGER CORPORATION** St. Joseph, Michigan

Join up! It's easier to sell RCA WHIRLPOOL than sell against it!

TO DEMONSTRATE



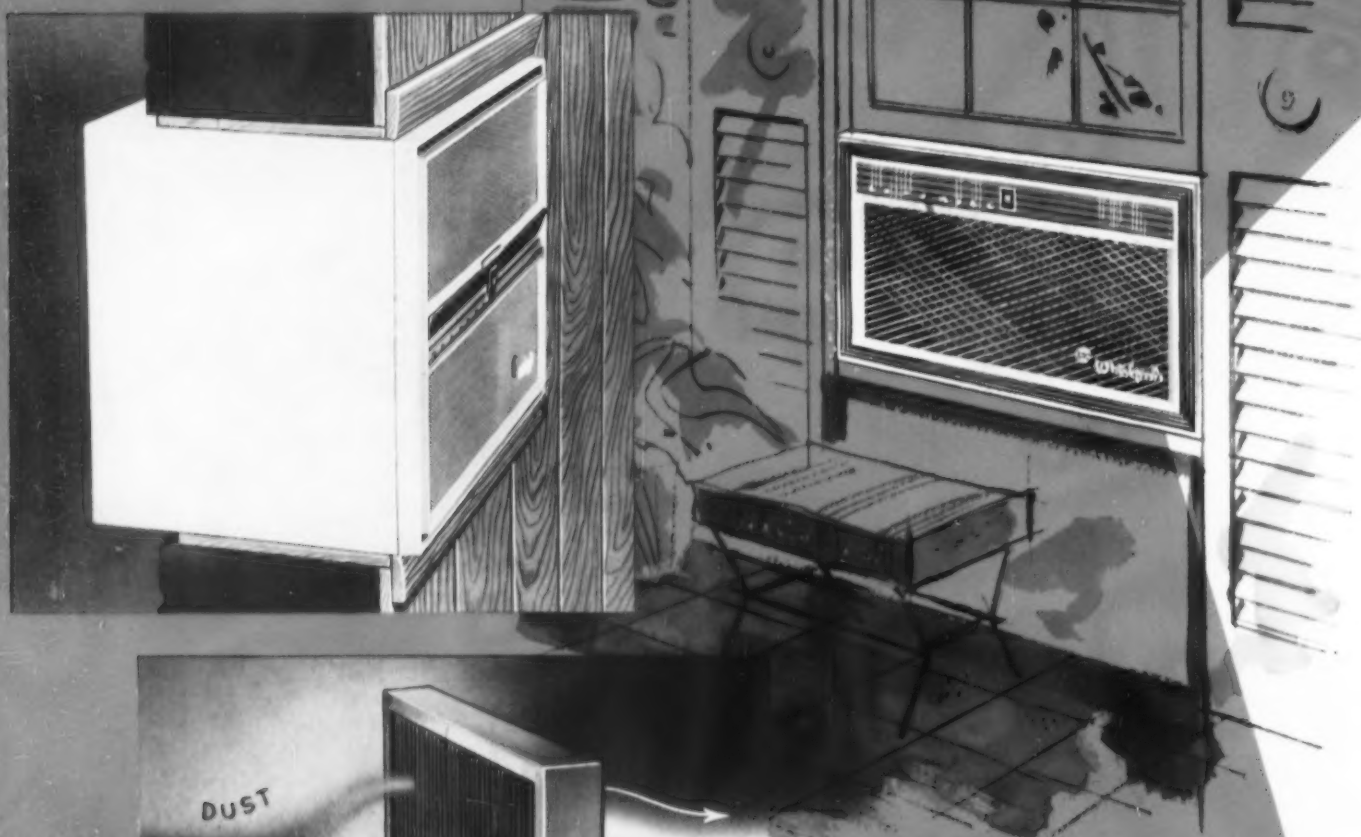
Use of trademarks and RCA authorized by trademark owner Radio Corporation of America

START SELLING EARLIER

DEMONSTRATE

not just thin...
but truly **COMPACT!**

It's one of the big sales advantages you have in the 1957 RCA WHIRLPOOL air conditioners! New "low silhouette" design doesn't cut off visibility! These models fit almost anywhere! ... they install fast and easy!



DEMONSTRATE amazing new ELECTRONIC FILTER

Traps dust, dirt, pollen—even smoke—up to 3 times more effectively than ordinary mechanical filters! It actually filters out particles as tiny as 1/25,000 of an inch. It's a sure sales-closer for you!

AND SELL LONGER WITHOUT THE USUAL "CARRY-OVER" PROBLEMS

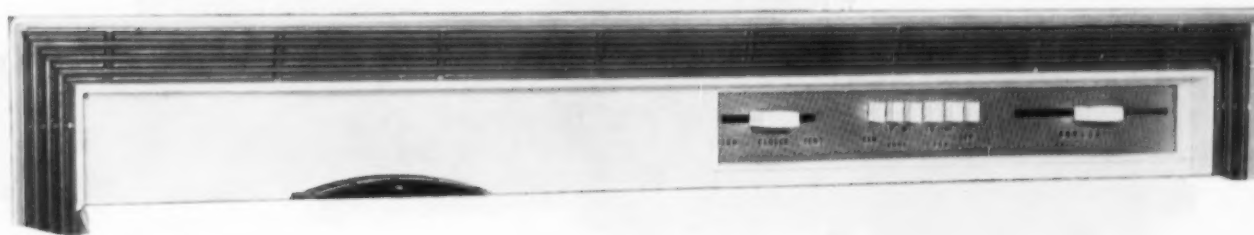
Reduce Inventory Risk with Rx Plan Exclusive with



Now . . . the new Rx plan—Retailers Exchange Program—lets you start selling earlier without taking the usual inventory risk! It's your big opportunity to sell more and make more!

The complete line of RCA WHIRLPOOL air conditioners for '57 includes 16 fast selling room units

and 4 "big ticket" central systems. The room units range from $\frac{1}{2}$ to 2 h.p., including popular $\frac{3}{4}$ h.p. "Lo-Amp" models. The central systems open up brand new sales and profit opportunities for you! Get all the facts on this extra profit program from your RCA WHIRLPOOL distributor!



DEMONSTRATE these comfort features!

ADJUSTABLE AIR DIRECTOR controls air flow in every direction—to give "full circle" air conditioning to every part of a room!

TWO-POSITION FAN SWITCH for personalized comfort—HI with extra power for extremely hot weather—LO for average days with extra dehumidifying action!

ADJUSTABLE THERMOSTAT automatically maintains the selected comfort conditioning. Fan continues to operate even when compressor is off!

RCA WHIRLPOOL Home Appliances
Products of **WHIRLPOOL-SEEGER CORPORATION** St. Joseph, Michigan

Join up!... It's easier to sell RCA WHIRLPOOL than sell against it!

DEMONSTRATE

BRAND NEW "FILTER STREAM" WASHING



in the fabulous '57

RCA Whirlpool

WASHER-DRYER COMBINATION

It's new! . . . it's different! . . . and just one demonstration will convince *every* prospect that this new way to wash is much better than in other washers-dryers! Show them how clothes are circulated through a constantly filtered, powerful stream of sudsy water. Show how Filter-Stream Washing saves water — uses only enough to saturate the clothes, plus 3 gallons to wash a big 10-lb. load! Then, show how this action automatically tailors its gentleness to fit delicate or regular fabric. Show this newest, most exciting advancement in washing actions — and you'll sell it every time!

. . . plus all these selling advantages!

- **Extra Capacity** — washes and dries a 10-lb. load!
- **A Full-Size Washer** and a **Full-Size Dryer** and only 33 inches wide!
- **Tempered-Heat Drying** for softer, fluffier clothes!
- **Built-in Lint Filter** screens out objectionable lint, fuzz!
- **Built-in Heater** automatically maintains proper water temperature!
- **Built-in Bleach Dispenser** automatically mixes in bleach or bluing!
- **Saves Up To 50 Gallons Of Water** with each wash-dry load!

get the complete and wonderful story from your
RCA WHIRLPOOL distributor today!

RCA WHIRLPOOL Home Appliances

Products of **WHIRLPOOL-SEEGER CORPORATION** St. Joseph, Michigan



Join up! It's easier to sell RCA WHIRLPOOL than sell against it!

Use of trademarks Wh and RCA authorized by trademark owner Radio Corporation of America

TRENDS REGION BY REGION

the case of this dealer, the general pessimistic outlook by so many in either high level positions or who have receptive audiences for their observations has hurt sales.

Laundry appliances, generally, are moving best in the Great Lakes area. In Dayton there has been a pick-up in sales since the first of the year for combination washer-dryers with a noticeable increase in volume of sales for the automatic washer this year as compared to last year. One Detroit dealer has found the combination laundry machine too much a class-priced item and is devoting his energies to promoting both the automatic washer and the wringer type—with excellent sales results insofar as the latter item is concerned.

A Detroit department store is evidently out to out-discount the discounters since the store's advertised prices for traffic items is just slightly above cost and while goods items are cut 33-35 percent in big newspaper campaigns. The department store is offering 90 days credit to customers at such prices and now dealers are finding more and more customers asking for that period of credit.

A cross section of Detroit dealers report that refrigerator sales in February are about on a par with that item in February 1956 but the sales of TV receivers and hi-fi are "good".

"In fact sale of portable TV sets is too damned good," one said. "Here is a customer that balks at paying, say \$500 for a color TV set, though that is what he wants, so he settles for a portable black TV receiver and won't look at one of the standard \$300-400 TV models."

Dealers and distributors alike in the Great Lakes area are maintaining a tongue in cheek attitude toward air conditioner sales for the coming season.

"I sold a lot of room conditioners in 1955—a very hot summer and made a comparatively small sum of money on them," one Cleveland dealer said. "So last summer I was all set for a banner summer and there was no need for air conditioning, so I lost my shirt. This year I am going to just try and do a modest biz on those items—the weather is too big a gamble in this area." Not so in the case of a Cincinnati distributor who sees air conditioning sales in 1957 at least 50 percent better than last year.

... in the FAR WEST

By Howard J. Emerson



Kitchens catch attention at Market Week, but dealer and utility groups lag in kitchen promotion

KITCHENS continue to get more and more interest from dealers in the Far West—but not only from appliance dealers. At Western

Market Week in San Francisco last month, distributors reported noticeably more visits from plumbers and building contractors who specialize in remodeling. Their interest, complete kitchen programs and availability of franchises. In most cases they got a warm welcome. Interest seemed to center in built-ins, but there was much less aversion than in past toward free-standing appliances after they had been shown how the shape of new lines lets them be "fit-in" instead of built in.

Trend in kitchen thinking here comes from another source, too. The well respected spokesman for a key group of dealers, the monthly magazine published by the Sacramento MUD for dealers of the Sacramento Valley Electric League, opened 1957 with these thoughts "... something is stirring in the appliance business that perhaps sooner or later will force many a dealer to a decision which will change materially the complexion of his business. We are speaking of kitchen modernizing, whether with built-in appliances or free-standing units. ..."

SMUD states "... even the sale of one appliance these days may mean some modernizing of the home ... the question is, how to cope with this enlarged field that encompasses so many trades and skills ... It suggests that there are only two answers: (1) The dealer pass the business on to existing kitchen specialists, and lose the chance for future appliance sales, or (2) set up "a kitchen modernizing department if dealers are going to hang onto a large part of future appliance sales."

SMUD's attention to the kitchen business points out a sad situation, at least in the Far West—the lack of interest and attention to the complete kitchen business expressed by practically all utilities and dealer associations. Utilities are trying for 100-200 amp. service with various forms of adequate-wiring programs—but none are promoting kitchen remodeling which forces the home-owner to put in 100-200 amp. service. Associations have stepped up promotion efforts, brought remarkable results in pushing individual appliances, but kitchen modernizing doesn't show on the promotion calendars for 1957. Nearest would be promotion of built-ins by Rocky Mountain Elec. League for April-May, '57.

Utilities and associations who say "it isn't our province" or the "time hasn't come" should visit kitchen remodeling specialists in southern California and find how many of these concerns are getting their best help in displays and promotion from an independent gas company.

Best able to help dealers into this specialized field are the "leagues" and "bureaus" which have contractor divisions. In the past they helped dealers get installation for their 220-volt appliances, could now work toward a similar "pool" of various contractors willing to work with appliance dealers in handling kitchen remodeling.

That the kitchen-appliance business potential out here is worth the immediate attention of the utilities and associations is shown in the 1957 outlook by regional home magazine *Sunset* whose survey shows 32.3 percent of its homeowner-readers plan to remodel in '57. "Kitchen remodeling is planned by the largest group, 14 percent ..." the magazine reports.

Buying at Western Market Week was reported by distributors to be very good per dealer, but the number of dealers attending was below 1956. "We had mostly the big dealers or the 'poppa-momma' dealers—I don't know what has happened to the medium-sized dealer this year. He's

not overboard on inventory—we're carrying that for him. Maybe he's discouraged or just not interested."

Another observation at market week here: the dealers came to see, not to be shown. "Never saw such an obstinate bunch," one salesman said. "I try to show them our new dryer and they say 'Sure, that's fine' and walk over to the two-door refrigerator." One factory owned distributorship put on an elaborate promotion, attractive receptionists and busy home economists, to pitch a feature of its automatic washer—yet, at all hours, two-thirds of all visitors stayed in clusters around the electronic oven.

Promotions have been helping keep appliance-TV sales at an even mid-winter level where and when the weather doesn't kill all efforts. Around eastern Oregon, dealer salesmen have been cleaning up on merchandise awards being given them by Portland General Electric (utility) on a point system for range and dryer sales. In 56 days, campaign moved 3,451 electric dryers and 2,042 electric ranges. More than 270 salesmen representing 170 dealers took part. In northern California, the Electrical Bureau and PG&E have \$167,000 working in the promotion of National Electrical Week, Live Better Electrically, Housepower and Edison's Birthday. Big event for dealers is \$20,000 prize contest to attract customers to retail stores to pick out the appliances they want most—with 101 having a chance to win from \$1,000 worth of appliances to single electric housewares. Promotion is almost duplicate of very successful 1954 program which brought 106,000 people into appliance dealers stores to put in writing exactly the appliances they wanted most, with more than \$1 million in retail sales resulting.

One of most impressive evidences of industry cooperation always comes in mail at this time of year when Bureau of Home Appliances, San Diego County, summarizes previous year's activities. Recent report from J. Clark Chamberlain shows that 3,887 persons attended sessions of the Bureau—conferences, clinics, course, committees, etc.—and 345,000 people attended the public shows sponsored by members of the Bureau.

Continuing efforts to expand the "Far West" to its ultimate destiny as the "Pacific Basin," here are two items from this market. Appliance-TV business in Australia jumped from a very poor July-September to a very good October-Dec. Much help was boost given to TV sales by local coverage of Olympic games. Most dealers in Melbourne were out of TV except few who went to Sydney and bought up dealer's stocks there for transshipment south. TV set production in Australia reached 12,880 units in November. Most are 17-in., a few 21's and one 24, an Admiral. Lowest price is still more than \$400, continuing a problem in an economy where the average weekly wage is \$30-40.

Appliance-TV dealers in New Zealand have been showing increasing interest in forming an association. ELECTRICAL MERCHANDISING's readers there were impressed by information on the Australian association as reported in December issue, have sent inquiries to Australia.

And for dealers who have not yet won a distributor sponsored trip to "Siam," here's the latest. The Eastern Economic Development Co., in Bangkok, Thailand, has been appointed distributor for the Hoffman lines of TV-radio-electronics.

(Continued on page 32)

why 1 out of every 3 tape recorders in homes is a

WEBCOR

Webcor Pioneered Tape Recorders For Home Use.

When Webcor entered the tape recorder field in 1951, approximately 75% of all tape recorders were sold through other than radio-TV-appliance outlets. Yet, here was a relatively high-ticket product, designed—as are radio and television sets—for home entertainment. Actually, the tape recorder was an electronic device that the radio-TV dealer could sell at a higher margin of profit than any other item he carried.

Back in those days, the industry total volume in magnetic tape recorders amounted to somewhat fewer than 75,000 units; and probably no more than one-half of those units were sold for home use. Since Webcor started its pioneering program in this field, volume has grown to nearly 500,000 units sold by retailers—with radio-TV-appliance dealers getting 75% of the business.

Webcor Planned This Tape Recorder Growth. This growth in tape recorder business didn't happen just by accident. Webcor started its national advertising on tape recorders in 1951 and—until 1956—has been virtually the only manufacturer to advertise this product *aggressively* for home use. After all, it has long been obvious that tape recorders—in addition to providing unique opportunities in the "precious memories" and "family fun" field—ultimately would offer a great potential as a music reproduction instrument for the home.

Others Follow Webcor's Lead. Realizing the possibilities of tape recorders for music reproduction in the home, in 1953 Webcor took the lead, and was the only manufacturer of fonographs and tape recorders to offer a library of pre-recorded tapes. Now a number of record companies are offering a portion of their libraries on recorded tape.

Moreover, many of the leaders in the fono-radio-TV field are introducing tape recorders, or are preparing to do so, in order to capitalize on the tremendously expanding home market.

Webcor Is The Leading Pre-Sold Line. Webcor has done its pre-selling job on tape recorders by devoting over 50% of its national advertising budget to the promotion of these instruments during the past two years. We know of no other manufacturer who has even remotely approached this figure.

Careful estimates indicate that since 1951 (when Webcor entered the tape recorder field), approximately one-third of these instruments sold for home use have been Webcors.

Webcor 1957 Promotion Plans Bigger Than Ever.

Webcor led off in 1957 by introducing a truly great achievement in tape recorders—an instrument to retail for *under \$150* which possesses all the major Webcor tape recorder features!

The colorful, sales-stimulating ad shown on the opposite page will run in the March 18 issue of *Life Magazine*. This series, featuring Webcor Tape Recorders and Fonographs, will continue in *Life* throughout 1957. Webcor advertising will also be featured in the *New Yorker*, *Sunset*, *Family Weekly*, *Tape Recording* throughout the year. Attention-dominating 24-sheet posters will tell millions that Webcor products are their best buys. In addition, you'll want to make the best possible use of the many store display and mailing pieces, newspaper ad mats, folders, and radio and TV spots your Webcor representative has for you. They're all stoppers!

SELL THE LINE THAT SELLS THE FASTEST... SELL

WEBCOR®

LISTEN



everyone's an "entertainer" where there's a

WEBCOR

HIGH FIDELITY TAPE RECORDER

A Webcor Tape Recorder makes parties lots more fun! Everyone wants to get into the act... your guests relax... your party's a bigger success when you have a Webcor!

And how thrilling to keep a "talking album" as your children grow up, a marvelous record you'll cherish your whole life through. Remember, too, with a Webcor you get high fidelity reproduction of your classical and popular pre-recorded tapes!

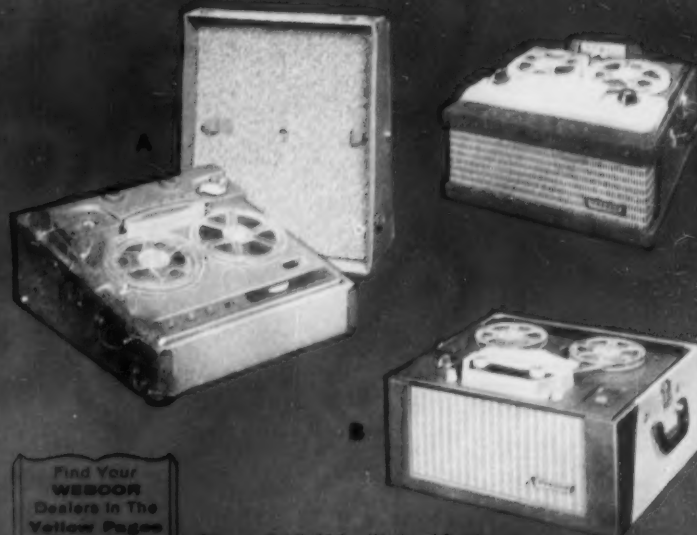
Visit your dealer soon for a demonstration of Webcor's many advantages—including the fabulous "no reel-turnover" feature and Webcor's amazing new high fidelity "Twin-Flex" sound system.

A The Imperial. The ultimate in high fidelity tape recorders! Has "no reel-turnover" feature. Separate full-range sound system in removable lid with bass frequency extended by Webcor's exclusive new "Twin-Flex" baffle, 8-watt, 6-tube amplifier (including rectifier); response 50-15,000 cycles. \$289.95*. With radio \$329.95*.

B The Viscount. Nothing else like it at this price! High fidelity; full-range PM speaker; 5-tube amplifier (including rectifier); professional-type editing button. 5 watts power output, and many other features of far more expensive sets. Only \$149.95.

C The Educator. Specially developed for schools by Webcor Audio Teaching Aids Dept. High fidelity with 8-watt output; 5-tube amplifier (including rectifier); two speeds; "no reel-turnover" feature. 5-way microphone for multiple school use. \$204.50*. With radio \$244.50*.

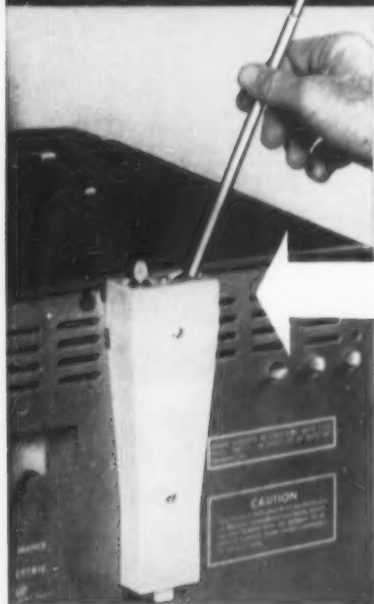
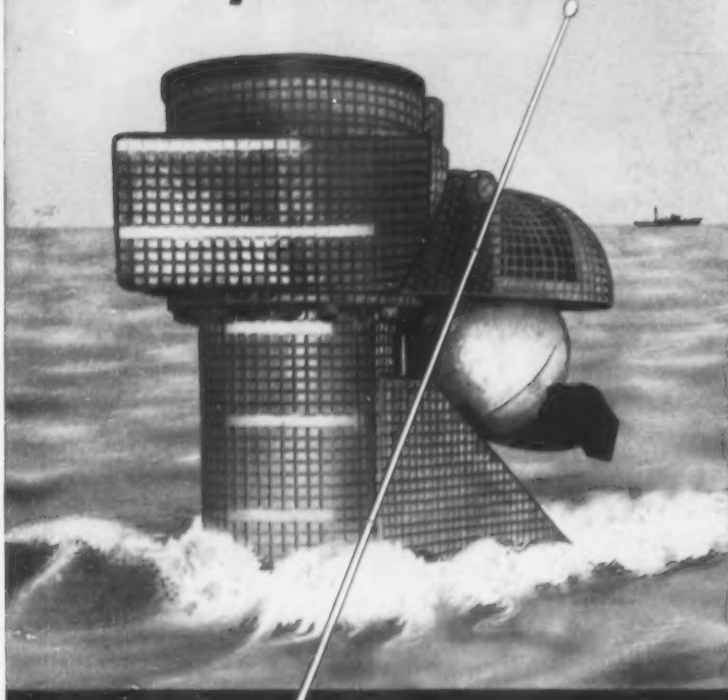
ALL MUSIC SOUNDS BETTER ON A WEBCOR®



Find Your
WEBCOR
Dealers in The
Yellow Pages

*Prices slightly higher West and Southwest

When you see a Snorkel



*What you
DON'T
See
is more
Important*

**REMEMBER
THESE FACTS!**

1 A Radion Snorkel will sell more TV sets for you because *only* Radion fits most sets. It is factory *approved*—engineered by both the set manufacturers and Radion.

2 Only a Radion Snorkel keeps your customers sold with field-tested metal-to-metal sockets that stay tight. No flopping arms.

Write "Radion No. 180 Snorkel" on your memo pad. Your distributor has them now.

the SNORKEL® (model 180) \$9.95



In Canada, Atlas Radio Corporation,
Ltd., Toronto
Export Sales Division,
Scheel International Inc.,
5909 N. Lincoln Ave., Chicago 45

THE RADION CORPORATION
1130 W. Wisconsin Ave., Chicago 14, Ill.

TRENDS REGION BY REGION

... in CANADA

By M. L. Schwartz

**Severe weather and stiff competition
hit January sales . . . Trading stamps
raise a furor . . . 1.8-million homes
still without TV**

DEALERS in most Canadian centers complained that January's record-breaking cold spells put their sales into a deep freeze. The loudest groans were heard over the disappointing returns from so-called "special sales", particularly in smaller centers. They expected better results or at least the same as in '56.

"I suppose it's the sub-zero weather," reported the head man of the appliance section of an Ottawa firm, noting that on the real cold days "our store was like a morgue." A big dealer in Toronto said his company did well on both small and large appliances during December, "but," he added, "business has been just so-so in January and it could be the weather as well as severe competition." While admitting that sales were "a little dull" during January, a Montreal department store executive, however, remarked that "small radios, a few TV's, records, automatic washers, etc., brought our sales close to last year's January."

Contrary to earlier expectations, especially near the end of last year, prices of major and smaller appliances have remained surprisingly steady. During the past year, reports suggested that prices were definitely on the upswing for 1957, though the trend was down from two to four percent in most Canadian centers during 1956. Apparently, competition is holding prices down, because dealers in many cities report that appliance prices are showing little, if any, change in January and this will continue into February. Such a price stability is reported by dealers in Montreal, Toronto, Ottawa, Halifax, Winnipeg, Edmonton, etc., with only rather small differentials between the various centers on price changes in January.

"It doesn't speak much for profits this January and probably February, too," remarked a top executive of an eastern Canadian chain, confiding, "It's hard to move up prices on the new models when sales are slow already."

Opposition to the use of trading stamps has now reached Canada's

Parliament where demand has been made that the Justice Minister act immediately on "the latest curse in merchandising." Retailers and retail organizations across Canada are definitely opposed to this new gimmick, J. W. Murphy, MP for Lambton West, told Parliament, seeking action by the Justice Department to stop trading stamps in Canada and insisting that "these stamps by their very nature contribute to inflation" as well as adding to the cost of doing business.

"The chain stores and others in competition operate on a very narrow margin of profit and depend entirely on a vast volume of sales," he said. "Because of this narrow margin of profit, these retail stores cannot afford to give away something for nothing. Consequently, housewives are being duped day in and day out into believing they are gaining valuable premiums for nothing as they purchase family supplies. Actually, the contrary is the case."

"Before this merchandising curse spreads to the extent that it has spread in the United States and fastens itself upon the economy as a multi-million dollar leech, some government action should be taken to eradicate it altogether," he told Parliament.

In addition, the Canadian Association of Consumers says that it has received letters and telephone calls in large numbers at its head office in Ottawa, urging action be taken to stop the trading stamp practice. More and more consumers are beginning to realize that they are being duped, that the trading stamp companies who issue the stamps are making a lot of money at the expense of the consumer, the Association says, adding significantly that more and more of its members are reporting that they are now buying their supplies from stores that do not issue stamps.

A nationwide survey has shown that there is still plenty of business for appliance dealers in Canada. The survey reveals that towards the closing months of last year over 94 percent of Canada's households

(Continued on page 38)

the biggest NEW sales sensation this year!



No opportunity like this EVER BEFORE
NOW! SELL!
the dramatic
Vornado®
AUTOMOBILE AIR CONDITIONER

- * 1st AND ONLY
NATIONAL BRAND UNIT!
- * NO MAJOR BRAND COMPETITION!
- * MASS MARKET DEMAND!
- * SELECTED DEALER FRANCHISE!
- * AND—NO INSTALLATION, SERVICE
OR WARRANTY WORRIES for YOU!

Here's the smartest, most beautiful automobile air conditioner ever offered the public! The ONLY unit on the market backed by a full-scale merchandising program at national and local levels!

- * Vornado-designed beauty adds to the interior appearance of the car.
- * Vornado-designed compactness does not interfere with passenger leg room—even with 3 in front seat!

CHECK THESE EXCLUSIVE FEATURES!

- Instant cooling action • Full-car circulation • Completely automatic control • No dust... dirt... wind whistle
- Transferable • Dependable nationwide service

IT'S A NEW PRODUCT... FOR BIGGER PROFITS FOR YOU! SEE YOUR VORNADO DISTRIBUTOR NOW!

*revolutionary new ideas
always come from VORNADO...*

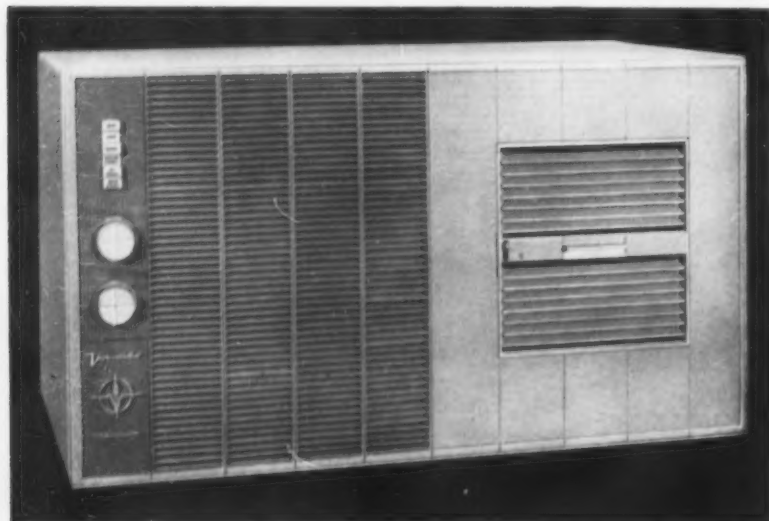
"See the next four pages for high-profit Vornado products"...





Revolutionary new ideas always come from Vornado

Vornado® breaks through the



The Amazing TWIN-THIN

JUST 16" LOW...16" THIN

- * Directional Air Diffusers rotate FULL 360°
- * Dual Air Filters doubly cleanse the air
- * Magic Freshner chemically purifies the air... kills household odors.
- * Goes Anywhere!
 - * Mounts in upper window to leave lower view clear!
 - * Mounts flush in lower window!
 - * Installs permanently thru-the-wall!
 - * Even rolls from room to room on portable stand!

DOESN'T STICK UP! ↑

DOESN'T STICK OUT! ←

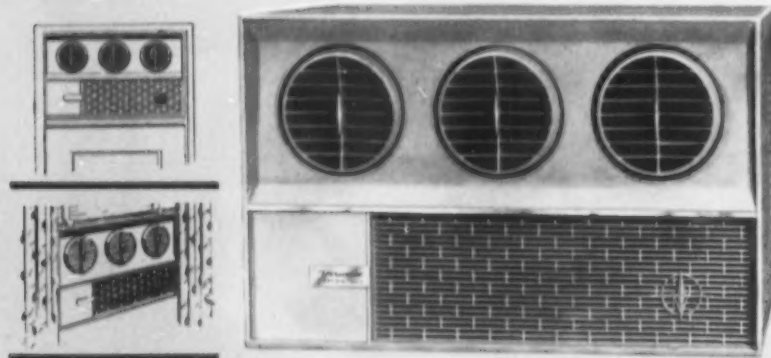
DOESN'T STICK IN! →



HOUSE CURRENT MODELS for every use...

BEST MULTI-ROOM COOLING EVER BUILT!

Vornado CUSTOM "200"



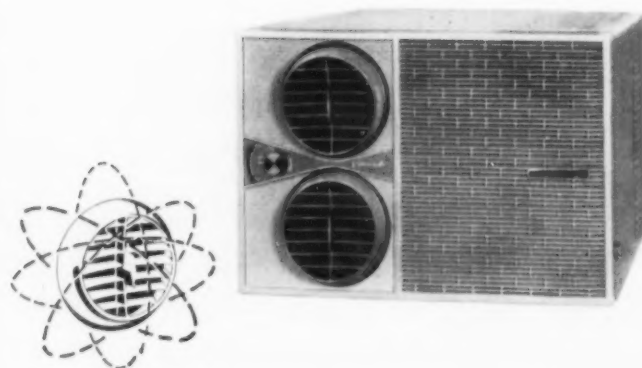
POWERFUL 2 H.P. UNIT... MORE TO OFFER THAN ANY OTHER!

- * Mounts flush in window... or mounts up in door transom.
- * 18 Automatic comfort settings
- * Fresh-Exhaust Air
- * 3-Speed blower
- * Two filters
- * High velocity air movement
- * Exclusive Vornado circulators
- * Magic-Freshner chemical air purifier

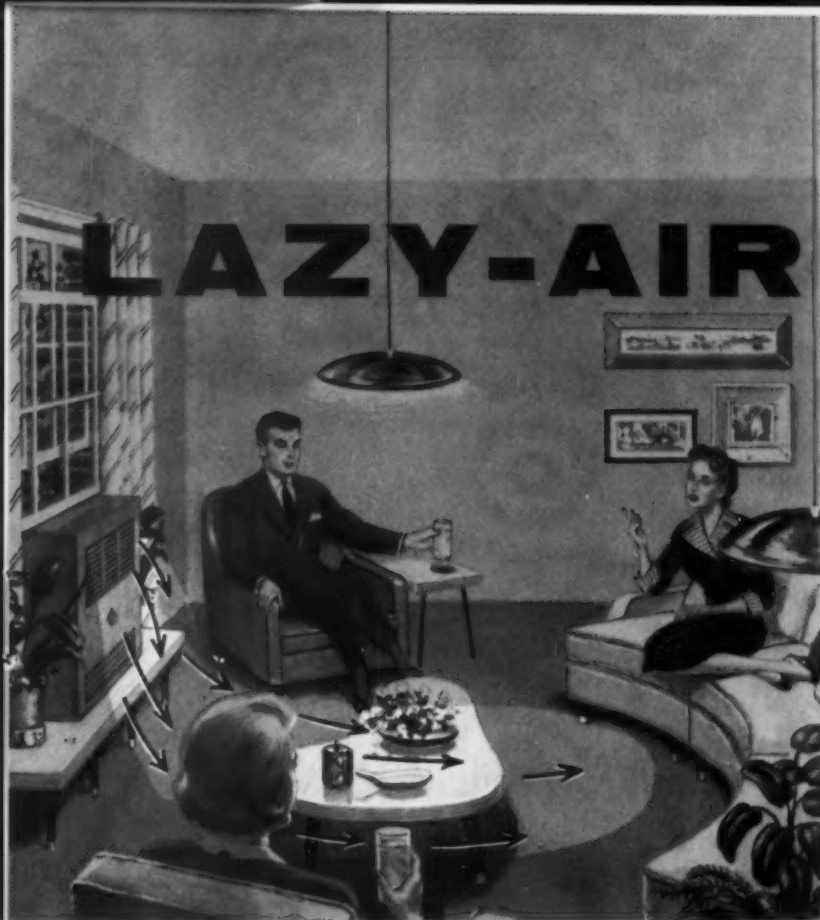
FINEST COOLING EVER OFFERED!

Units for every purse...and purpose!

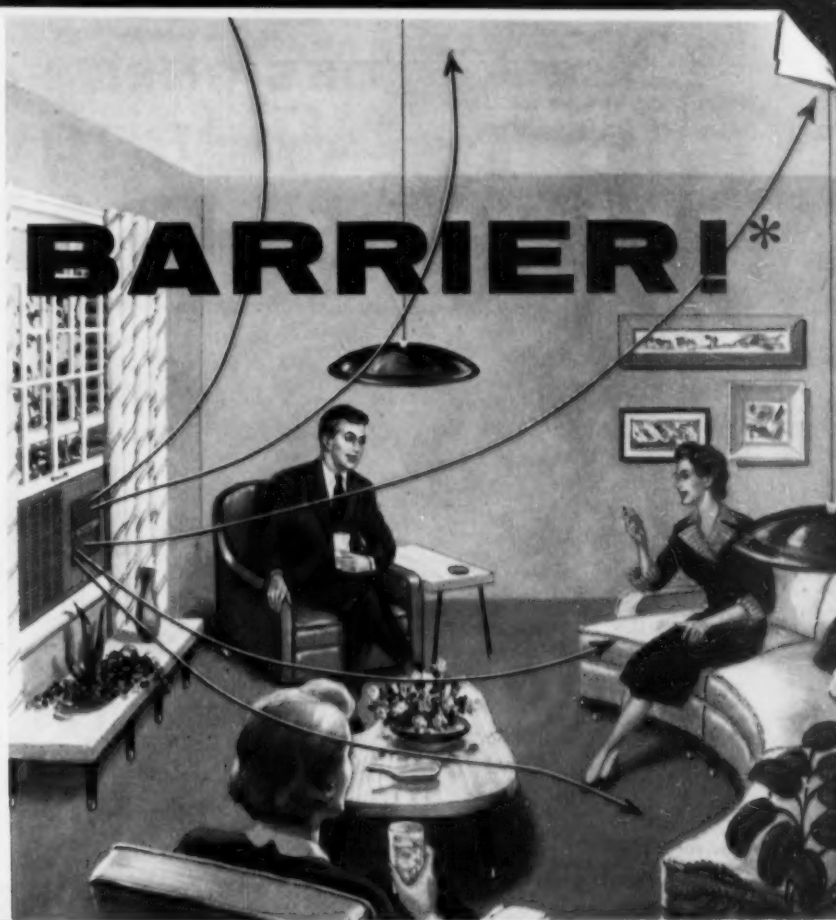
Vornado DELUXE



- * Exclusive Air Circulators —360° Rotation...
- * Tilt Up or Down
- * TRIPLE-Power Cooling Exhaust-Air
- * Automatic Thermostat
- * Single Unit Control
- * Decor-Blend Styling
- * Platform Mounted for Quick Installation



* ORDINARY PRESENT-DAY AIR CONDITIONERS just "spill" slowly moving air into the room... where it drops to the floor before reaching the outer room areas. This leaves dead air spaces in the corners of the room... limiting the cool-comfort areas.



* VORNADO ROOM AIR CONDITIONERS have a powerful over-size blower fan combined with free-flow directional grille that pressure-circulates cooling air to even the farthest corners... puts all the dead air in action... breaks through the *Lazy-Air Barrier*.

ONLY VORNADO OFFERS 20% GREATER COOLING EFFECT

$\frac{3}{4}$ H.P. - 7½ AMP. - 115 VOLTS... 1 H.P. - 12 AMP. - 115 Volts

Vornado

is the **EASIEST LINE TO SELL!**

The best ever offered your customers!

MORE powerful cooling! ... highest BTU ratings!
MORE uses... more versatile installation applications!
MORE features! Many of them exclusive!
MORE eye appeal!
MORE for their MONEY!

YES...you can count on Vornado!

† All Vornado Air Conditioners are rated performance-wise according to ARI Standard 110-56.

Plus the

**Revolutionary, new
"MAGIC FRESHNER"**

Only Vornado chemically purifies the air... **KEEPS** it fresh and pure... **KILLS** household odors! Not just a deodorant—actually removes odors chemically.

**Exclusive in Vornado
AIR CONDITIONER LINE**





DESIGNED FOR...

APPROVED BY...

RATED NO. 1-

*Always the unquestioned
leader in the industry*

Vornado®

*now offers you ALL the features
wanted by All America!*

and ... here's just what

Vornado Supreme

**gives you the Air Circulator that
answers all consumer demands...**



actually

moves

more air...

3 times

farther!...

3 times

faster!

*NEW "Controlled
Energy" Action!

*NEW Porta-Tilt
Carrying Handle!

*NEW Safety-Guard
Grille!

*NEW Non-Tip Base!

*NEW Consumer-
Requested Styling!

**CONSUMER'S DEMANDED IT!
A Salesman's Dream!**

IT'S MORE THAN A FAN! -THE AMAZING

**Vornado®
GOLDEN
SIERRA**

COMFORT CONDITIONER

Only fan in the world with

7 SILENT SENTINELS!

- 1 Air-conditioner type filter
- 2 Chemical air purifier
- 3 Automatic thermostat control
- 4 Electrically reversible
- 5 Automatic timer
- 6 Aerodynamically-designed grille
- 7 Power beacon light

by THE CONSUMER!

JANUARY, 1956:

Vornado conducted consumer surveys at national home shows, state fairs, local appliance shows and auto shows.

35,500 people gave POSITIVE answers on what they wanted MOST in a fan!

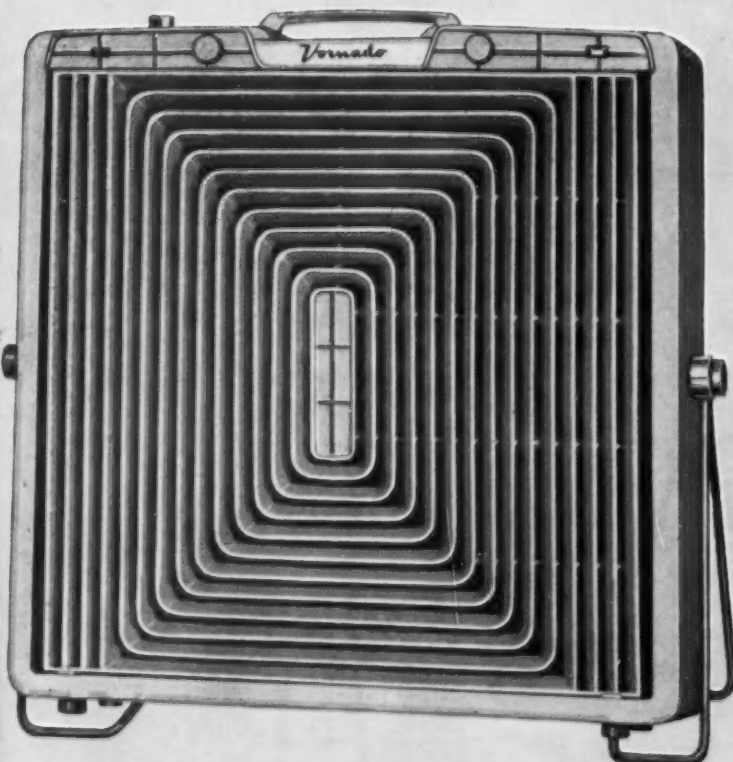
AUGUST, 1956:

VORNADO returned to these consumers and presented fan models as suggested by first survey and received enthusiastic unqualified consumer approval for the 1957 Consumer designed Vornado fan line.

THIS means to YOU!

...HERE IT IS!

Filters! Purifies! Circulates!



MORE FEATURES TO SELL THAN
YOU EVER BELIEVED POSSIBLE!

7 Models—16" and 20" sizes—Use Them Anywhere!

THERE'S STILL TIME TO GET IN ON...

Vornado's
FANTASTIC
\$175,000⁰⁰

"DOUGH FOR DEALERS"

DEAL

\$5,000.00 CASH FIRST PRIZE!

38 FREE '57 FORDS

\$32,000 IN GOVERNMENT BONDS

PLUS MANY OTHER AWARDS!

BUT HURRY! CONTEST CLOSES MARCH 31st...
ACT NOW! SEE YOUR VORNADO DISTRIBUTOR!

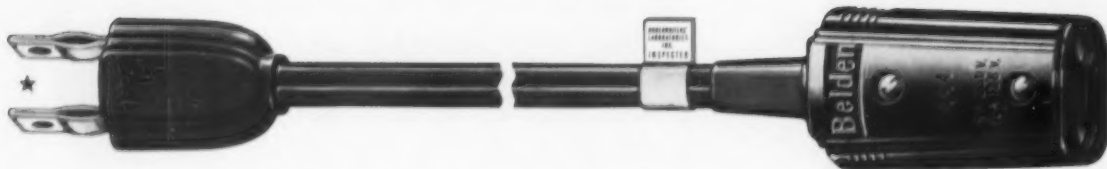
DEALERS IN THE AREA

go! WITH *Vornado*

Products of
The O. A. SUTTON CORPORATION, Inc. • Wichita, Kansas
"World's Leading Full Line Manufacturer of Comfort Cooling Appliances."
Distributed in Canada by Alliance Motors, Shell Avenue, Toronto 10



If it's worth replacing . . .



. . . it's worth a safe electrical cord



Belden

- EXTENSION CORDS
- REPLACEMENT CORDS
- HEATER CORDS
- RANGE CORDS

Each completed Belden Cord is listed by the Underwriters' Laboratories. Safe, convenient, and dependable Belden Cords are designed with the beauty of the appliance in mind.



HOME ELECTRICAL CORDS by

6-17



★ PATENTED

Magnet Wire • Lead and Fixture Wire • Power Supply Cords, Cord Sets and Portable Cord • Aircraft Wires
Welding Cable • Electrical Household Cords • Electronic Wires • Automotive Wire and Cable

TRENDS (continued)

were served with electricity. Some of the disclosures in this latest survey by a Canadian Government source in Ottawa were eye-openers for dealers as well as manufacturers and wholesale distributors.

The survey shows clearly that an unbelievably large number of Canadian households, in face of the current business boom, full employment and rising incomes, still do not have all sorts of electrical appliances or equipment.

This latest count reveals that, out of 3,974,000 Canadian households no less than 1,047,000 had as principal heating equipment only an ordinary stove last year; of 954,000 households with supplementary heating equipment, only 72,000 had portable heaters; of the total households only 1,797,000 had electric ranges and 1,099,000 still used a wood or coal cookstove or range; electric refrigerators were reported in 3,143,000 households, but still 663,000 households had no refrigerators and 125,000 used an ice-box; only 271,000 households had home freezers and 3,703,000 had none; electric washers were found in 3,226,000 households but 593,000 households had none, with gasoline washers being located in 118,000 households and hand-operated machines in 37,000; 2,199,000 households reported having vacuum cleaners but 1,775,000 had none; only 1,225,000 households had electric sewing machines but 1,298,000 still had none, 1,379,000 had foot-treadle machines, and 72,000 still used hand-operated machines.

There are still 1,842,000 households across Canada without TV sets and even 157,000 without radios.

The point is also emphasized that there is a vast almost untouched two- and three-extra radio-TV, etc., market since, of 3,817,000 households with a radio, for instance, 2,849,000 had only one radio.

End



"BE GLAD TO DONATE IT TO YOUR MUSEUM. I CAN ALWAYS USE MY OLD ONE."



AGAIN IN '57 Magic Chef will assure your heater profits with the exclusive **PROFIT PROTECTION PLAN**

Only a heater line sure-to-sell could dare repeat the offer of such a revolutionary plan. With Magic Chef's many exclusive features *plus* profit protection, you can make more money on heaters in 1957 than ever before.

To back up the brightest, most sales-appealing line of gas and oil heaters ever designed, Magic Chef *assures* your

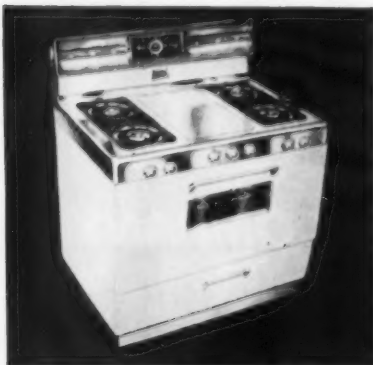
profit by paying the premium for any carry-over.

Space heater distributors and dealers throughout America enthusiastically endorsed Magic Chef's Profit Protection Plan this past season.

Take all the risk out of end-of-season heater inventory. Ask your Magic Chef representative for details—now!

Here's How You Benefit!

1. Carry complete stocks for adequate display and immediate delivery. More sales without risk of overstocking.
2. Get longer discounts on larger shipments. Extra profits are automatic.
3. Save shipping charges on big orders. More profitable operation.
4. More "early bird" sales. Order early to cash in on first cold snap. Invoices will be dated for Fall.
5. Get jump on competition on end-of-season sales, or be paid to carry over.



*get geared to go
for a profit with*
**MAGIC
CHEF**
*the gas range
YOU CAN
COUNT ON IN '57*



MAGIC CHEF, INC.
ST. LOUIS 10, MISSOURI

Magic Chef

FIRST NAME
IN RANGES AND
SPACE HEATERS



WANT FAST BUYING ACTION? It's easy to get if your line is equipped with Chromalox Microtubes. SELL the amazing cooking speed of the slim, flat tubes. . . SELL quick response to switch changes. . . SELL unsurpassed cookability with Microtube's better heat distribution. . . SELL the slim, trim, better appearance. • A big help for plus sales! Users like the extra value they get with Microtubes on new or modernized electric ranges and built-ins. Write us today about Microtubes for service. On most leading electric ranges and built-ins.

Microtubes[®]

EDWIN L. WIEGAND COMPANY

7525 Thomas Boulevard, Pittsburgh 8, Pennsylvania

C-2254

Mort Farr Says . . .

We Need Help To Sell Kitchens



Mort Farr, Upper Darby, Pa., appliance-TV dealer

EVERYBODY admits the kitchen business is big business. Selling equipment for the kitchen promises to be the biggest part of the appliance business for years to come. Why then are so few appliance dealers in the kitchen planning business and why are there fewer dealers in it now than there were a year ago?

The NARDA lines-handled survey indicates that in spite of a lot of new dealers in the business for the first time last year, we now have considerably fewer dealers handling kitchens today than we did one year ago. It is quite evident also that for many of those staying in the kitchen planning business the promised profits weren't forthcoming and the projected volume was just unattainable. The big majority of appliance dealers who are in the business sold less than 20 kitchens per year.

This business sounds like a good business. There are 47.5-million homes in America of which over 40 million could use some kitchen modernization. If we sold five million a year by the time we had them all modernized the first would be 10 years old and would need another face-lifting—not to mention the one million or so new homes being built each year. There is no lack of prospects and no lack of desire on the part of the home owner to buy.

UTOPIA IS EMPTY. Here's a business that suppliers and trade papers say offers big ticket sales, no inventory, no trade-ins, big profits, no discount house competition, and no recourse finance paper. Why then are more dealers not scrambling to get into the business and what happened to the profits many of us envisioned? The total figures for kitchen business are not as sad as are the sales of appliance dealers. Builders are still installing built-ins and making use of color. The kitchen specialist is happy with his share of the market. But the appliance dealer—presumably the natural outlet for this business—has not been the factor he was supposed to be.

The dealer's feeling is that manufacturers themselves do not have the answers. The manufacturers claim they know how and have instructed their distributors in the proper know-how, but distributors find the manufacturers theory unworkable and impracticable, and the dealer too practical and too impatient to try out the long range programs.

SPECIAL TRAINING FOR SPECIALISTS.

Actually the training required for ourselves or our men needs to be more than merely sales training. It is important that we select men who have a talent for selling, but also with

the ability to design, estimate and supervise an installation. It has probably been some years since the factory people sold at retail, or tried to hire retail salesmen. They little realize how few new men are attracted and can be held in a business that takes a lot of training, long hours of day and night work, and offers little financial reward at the start. It can well take several weeks to develop a prospect or two and it is not unusual for even a good sale to require three months from the time the customer indicates she will buy until the installation is completed and the payment made so that the dealer can, in turn, pay the salesman. This time lag is new to the appliance dealer, also. He has had a taste of being able to sell and get his money for merchandise before he had to pay for it during the years after the war and he is now developing into a highly promotional, large volume, rapid turnover, low percentage profit operator in order to stay in the appliance business. He hasn't the time himself to sell kitchens as they must be sold. He hasn't the talent to train men for a job he doesn't know enough about himself and he does not have the capital to pay for the training and experience a man must get in order to sell kitchens for him. If we are going to sell our customers complete kitchens, it is going to be up to the manufacturer to recruit and train and in some manner help to compensate the manpower that it is going to take to do the job.

THESE ARE REAL PROBLEMS. The kitchen business may have a utopian future, but right now it has problems that make it difficult for the appliance dealer to enter it and make any money. For example, a \$3,000 kitchen sale looks like a very big ticket; but, it may consist of only \$800 worth of cabinets and \$2,200 worth of alterations—and very little profit. Theoretically, the kitchen business requires little inventory, but a single display kitchen costs a lot of money and can't be disposed of easily or very profitably when it must be replaced. Despite the hundreds of cabinet types and styles available, delays of months are not uncommon between the placing of an order and delivery to the dealer. Left-over, damaged, or outmoded cabinets are the most wasteful inventory a dealer can have. The kitchen business may not have discount house competition, but today's customer is so conditioned to discounts that he haggles over the price of every appliance going into his kitchen. And, despite what anybody says, there is a trade-in problem on kitchens. If the customer has an old range or refrigerator, you not only will have to make an

allowance, you may also have to make a bigger allowance than usual.

NOBODY TOLD ME. When I first went into the business no one bothered to inform me that you would have to have plans O.K.'d, or that there were such things as building codes in most townships. I learned the hard way, how to get a permit, how to prepare and make up contract forms that protected me, the customer and the contractor. I have only just learned that with such a contract, getting all your money can still be a problem. I have also found out that despite the multiple sizes of cabinets you never seem to have the right dimensions to fit the particular kitchen. It is also evident that most walls and partitions are neither straight nor true, and that floors can be mighty irregular. It has cost me money to find out that partitions can contain pipes and wiring; that some windows just can't be expanded or moved, and that some walls cannot be removed. I know something of vents and plumbing codes but it wasn't in my kitchen planning training. I also found out that there is a lot of debris around after such alterations and that it is up to the dealer to have it removed and disposed of. I will but briefly mention that it is difficult to coordinate all the contractors so that the plumber doesn't disconnect the old sink in order that the floor man can put down the linoleum and then can't get back for a few days, thus interfering with the eating habits of the family and preventing the carpenter and electrician from getting on with their part of the work. Of course, if you are in the kitchen planning business you will be expected to be an expert on wall and floor coverings, fabrics and design, draperies and paints and whether to mix or to match the colors.

MONEY TIED UP. As for financing, lower interest rates and no-recourse paper don't entirely compensate for the fact that it is difficult to get the job completed so the customer will sign a completion certificate so that you can get your money from the financial institution concerned. A dealer can tie up a lot of capital by having to pay his contractor and, in many cases, his salesman, before he collects for the job.

This is a unique business. There are plenty of prospects and plenty of customers. How to sell them at a profit is the problem. Either we appliance dealers are going to get much more help from our suppliers or we shall have to specialize in just kitchens and nothing else—or else we shall have to look for another angle in this promising business. *End*

What magazine is read by more women than any other?

New research by Alfred Politz shows that women read a typical issue of the Digest more than 99 million times.

Women today have more schooling than men. A third of all women now work at jobs outside their homes.

With woman's world as broad as it is, you might expect her favorite magazine to be the same as her husband's. It is.

Of the 32,015,000 Americans who read a single issue of Reader's Digest, 17,215,000 are women. They read the magazine an average of 5.8 days apiece. That means that women give the Digest a total of at least 99,630,000 reading days, or "minimum exposures," an issue. In other words, an advertiser in the Reader's

Digest has nearly 100 million opportunities for his sales message to be seen and read by women.

These figures are taken from "A Study of Seven Publications," the nation-wide study recently completed by Alfred Politz Research, Inc.

The Digest has twice the circulation of any other magazine—including those edited primarily for women. It has a substantially larger women's audience. And women turn to it more often than to any other publication in America.

Advertisers in the Digest, benefitting from this enormous readership, have twice as many opportuni-





ties to have their sales messages read by women as they have in any other general magazine or in any woman's magazine.

The new Politz study, approved by the Advertising Research Foundation, covers seven publications: Reader's Digest, Life, Saturday Evening Post, Look, Good Housekeeping, McCall's and This Week.

This study also provides latest comparative data on magazine readers by sex, age, income, family status, educational levels, possessions, purchases. For a copy of "A Study of Seven Publications," write Reader's Digest, 230 Park Ave., New York 17, N. Y.



People have faith in
Reader's Digest

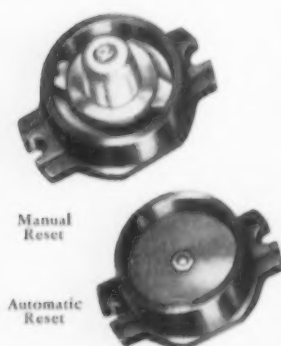
*Largest magazine circulation in the U. S.
 11 million copies bought monthly*



Klixon Protectors assure customer satisfaction—says motor repair shop partner

Troy, N.Y.: Mr. Leroy Baker, a partner in the P & B Electric Company, this city's largest single phase motor repair shop, knows the important role Klixon Protectors play in preventing motor burnouts. Here's how he put it:

"Klixon Protectors not only give us a higher percentage of profit over major repairs, such as motor rewinds, but also give assurance that our jobs will be protected satisfactorily after repairing."



The KLIXON Protector is built into the motor by the motor manufacturer. In such equipment as refrigerators, oil burners, washing machines, etc., they keep motors working by preventing burnouts. If you would like increased customer-preference, reduced service calls and minimized repairs and replacements, it will pay you well to ask for equipment with KLIXON Protectors.

WRITE FOR THE NEW FREE INFORMATIVE BOOKLET,
"THE STORY OF THE SPENCER DISC."

METALS & CONTROLS CORPORATION

Spencer Thermostat Division 2503 Forest Street, Attleboro, Mass.

KLIXON

ECONOMIC CURRENTS

The Consumer's Outlook

By the McGraw-Hill Dept. of Economics

THE American consumer is confident about the future and satisfied with his financial situation. These are the main findings of a recent nationwide survey of consumers conducted by the Survey Research Center of the University of Michigan.

This is important news to appliance dealers because consumer attitudes and intentions are so vital to appliance sales. Although the survey uncovered no growth in optimism, consumer satisfaction and confidence remain at a record level.

The primary change which has occurred in people's attitudes toward their personal financial situation may be described as a "levelling off." The number of families who said that their financial situation was the same as a year earlier and expected no change was somewhat higher than in early 1956 or in 1955.

"NOT SO MANY GOOD BUYS." Confidence that good times lie ahead for the nation's economy during the next year, as well as during the next several years, is as widespread as at any time during the postwar period. The crisis in the Middle East caused only a very slight increase in uncertainty. And the results of the Presidential election were viewed as having no effect on business conditions.

One of the major reasons why consumers' attitude toward their personal financial situation is levelling off lies in the price situation. The feeling that "good buys" are available is much less common than two years ago. People are greatly concerned with rising prices and may even resent them. But thus far people have not reached the stage where they feel that they are worse off or are significantly cutting back their buying.

In fact, in spite of their concern over prices, there are signs that consumer intentions to buy are increasing. Plans to buy new cars are substantially more frequent than they were early in 1956, before the introduction of the new models. (However, they remain below the peak level attained in the fall of 1954.) And intentions to buy used cars are at a peak for the 1954-1956 period.

Intentions to buy homes have increased in recent months. They now compare favorably with house-buying plans expressed at other times during the past two years. However, some people who expressed intentions to buy new homes may not have been aware of the tight mortgage market and may be in for a rude shock.

WANTED: BETTER LIVING. Many people expressed the desire for bigger, newer and more modern homes. One of the factors behind the desire for a larger home is, of course, the increase in family size. In addition, some want the modern conveniences which were not available in most of the houses built prior to the war. And many people now feel that they live in houses which are not suited to their income level. People are increasingly concerned with where they live. Living in the suburbs or at least in a "nice" neighborhood has become a primary goal of the American family.

The desire to move is significantly higher among people who expect their incomes to rise than among those who are less optimistic about their financial prospects. In other words, a great part of present housing demand is based on the desire of American families to have a better place to live—but whether they realize these desires hinges on the continued growth of personal incomes and continued consumer optimism. And as mentioned earlier, on the ability of consumers to get the mortgage credit to finance these new homes.

One of the problems which has caused great concern, particularly to appliance dealers, is the problem of saturation of the market. The American people today own more new cars and appliances than they ever had before. Are they satisfied, so that they do not want more or better goods?

One of the important findings of this survey is that a satisfaction of needs does not necessarily bring saturation. On the contrary, if the people get what they want, they merely

(Continued on page 51)



Incomparable Hotpoint BUILT-INS

**offer the Variety—Styles—Features—
and prices to delight every buyer!**



You'll make maximum sales and maximum profits in the booming market for Built-Ins with the most famous and beautiful Line in America. The Hotpoint Customline is unequalled in its wide variety—its superlative quality—and its sales appeal. In 1957, Customline is better than ever!

• **Your choice of five ovens** . . . De luxe Bi-Level Double Oven Model and 4 single oven models—all fit into a 24-in. cabinet. There's a host of new women-wanted features—the Roast-Right Thermometer for perfect roasting of meat and fowl. Rota-Grill Rotisserie for "outdoor style" barbecues in the kitchen, Automatic Timer, Picture Window Door, Eye-Level Controls, Handi-Raise Broiler Racks, Calrod® Bake and Broil Units.

• **Your choice of seven surface cooking sections** . . . three 4-unit models including de luxe 30-in. Stack-On with pushbuttons and automatic controls, special 30-in. Drop-In, and special 21-in. Drop-In. There are three 2-unit sections with remote control pushbuttons, a plug-in automatic Golden Fryer and plug-in automatic Golden Griddle.

• **Your choice of seven finishes** . . . Matching ovens and surface units are available in 5 glowing Colortones, rich Coppertone, and gleaming Stainless Finish.

**In 1957, give Mrs. America what she wants—
Hotpoint Built-In Ovens and Surface Units!**





1957 Hotpoint *Customline* REFRIGERATORS AND FREEZERS...

Built-in Beauty -
**At the same price of
many free-standing models!**



When women see the clean-lined beauty of these brilliantly styled Built-Ins—when they examine their wonderful Hotpoint features—they'll appreciate *immediately* that they're buying refrigeration that's truly designed for *modern living*.

Only Hotpoint offers ALL these outstanding advantages:—big capacity—compact design—choice of models for deluxe or low-cost kitchens—left- and right-hand doors at no extra cost—"touch-open" safety door latches—vacuum-sealed Thriftmaster unit—5-year protection plan—your choice of 5 glowing Colortones, Coppertone, and Stainless Steel.

12 cu. ft. REFRIGERATOR-FREEZER (*at right above*)—75-lb. True Food Freezer, Ideal-Humidity Refrigerator, Frost-Away Automatic Defrosting, Dairy-Stor, Aluminum Door Shelves, 4-Way Aluminum Shelves, Porcelain-Steel Crispers.

417-lb. FREEZER (*at left above*)—Double-Acting Freezing, Aluminum Door Racks, Juice Dispenser with 25 can capacity, Adjustable Shelf, Large Storage Basket.

10.8 cu. ft. REFRIGERATOR (*at left*)—49-lb. Freezer, Chiller Tray, 4 Deep Door Shelves, Full-Width Ideal-Humidity Crisper.

These units have been designed and engineered as true "Built-Ins," yet they're easy to install—with no special supports or separate compressor installation required.

And these outstanding Built-Ins are priced to compete with most free-standing models!

COLORTONES

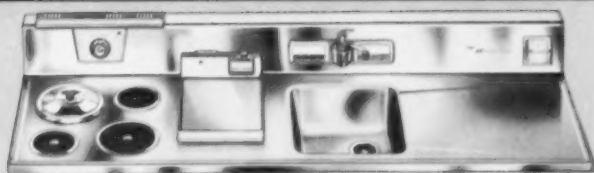


America's MOST wanted
Appliance -
the Hotpoint
modular kitchen!

Women lose their hearts when they see this handsome combination of the very finest pushbutton appliances and cabinets—all under one gleaming stainless steel countertop!

In beautiful styling—in compact work-saving efficiency—in superb appliance performance—nothing can equal the sales appeal—or profit potential—of Hotpoint Modular Kitchens . . . BECAUSE . . .

Every time you sell ONE Hotpoint Modular Kitchen, you profit from the sale of SEVEN units! It's the BIGGEST TICKET sale in the business!



One-piece Stainless Steel Top and Sink—Available Separately

You can offer women the gleaming beauty, the lifetime durability, and the work-saving convenience of Hotpoint Modular Tops—with wood or metal cabinets of their choice. Can be combined with any Hotpoint wall oven, dishwasher, and refrigerator.

**In one compact unit—
 A complete cooking and clean-up center!**

9 FEET OF GLEAMING PUSHBUTTON LUXURY—

1. De luxe Super Oven with Rota-Grill Rotisserie.
2. 4 Calrod® Surface Cooking Units, including raisable automatic unit under deep-well cooker.
3. Automatically-controlled Plug-In Griddle.
4. De luxe pushbutton Dishwasher.
5. Disposall® Food Waste Disposer (optional).
6. Seamless, stainless steel countertop and sink with Wonderflo single-control faucet. Pushbutton controls and appliance outlets.
7. Roomy storage cabinets and drawers.

Available without oven and oven cabinet for use with separate built-in oven—or with undercounter oven as shown below.



COLORTONES

Only **Hotpoint** *mobile*
offer all these



Rolls to the table—**Rolls** to the sink—**Rolls** out of the way—
and can be permanently installed whenever desired!

hile
hese

DISHWASHERS

extra-quality features!

Homemakers know that no other dishwasher can give the superb performance and the enduring satisfaction of Hotpoint Mobile Dishwashers. No other dishwasher—mobile or otherwise—offers all these most-wanted quality features!

● **Full-size** . . . not a midget! 24" width holds complete service for 8!

● **Fully automatic!** Just load and push the button. Nothing else to do!

● **Fully mobile!** Rolls to the table for loading. Rolls to the sink for washing . . . Rolls out of the way when not in use.

● **No installation cost!** Just plug in. No plumbing or wiring alterations needed!

● **Roll-R-Rack convenience!** Top and bottom racks slide out separately for easy loading. Hotpoint Roll-R-Racks are preferred better than 4 to 1 over ordinary racks.

● **Maple cutting top!** The handiest work surface in the kitchen for cutting, slicing, and chopping!

● **Colortones, Coppertone, and White.**

All these *Plus* Spot-Less Dishwashing!



Hotpoint under-counter

DISHWASHERS

Offer maximum sales appeal and ease of installation!

Spot-Less Dishwashing and famous Hotpoint quality construction make this deluxe under-counter model a profit leader!

24 inches wide, it is easily installed in place of a standard kitchen cabinet. All connections can be made from front. QuiKonec pump-drain model cuts installation costs as much as 50% in remodeling jobs, or gravity-drain model for new construction. Coppertone, Stainless Steel, Colortones and White.

Here's the secret of Hotpoint Spot-Less DISHWASHING!

● **Automatic pre-rinsing**—New, more powerful action loosens food particles and flushes them down the drain—*before* washing action starts. No need for hand rinsing!



● **Spot-Less washing**—Two separate 5-minute washes—with *fresh* detergent automatically released for each wash—remove every trace of food soil and dulling film.



● **Spot-Less rinsing**—Super wetting agent—"Rinse-Dry"—is automatically injected into the second of two thorough rinses. "Rinse-Dry" breaks surface tension of water so drops can't form and dry as spots.



● **Spot-Less drying**—The automatic result of Hotpoint Spot-Less Washing and Spot-Less Rinsing, followed by sanitary drying in electrically-heated pure air.

Hotpoint Spot-Less Action makes dishes sparkle, glasses gleam, silver glisten, pots and pans shine!



Rinsed with ordinary water.

Rinsed the Spot-Less way.

COLORTONES

Woodland
Brown

Sunburst
Yellow

Meadow
Green

Coral
Pink

Seafoam
Blue

PROMOTIONAL MODELS ALSO AVAILABLE

High in quality, yet low in price—to help dealers build maximum store traffic.

Get your
"Franchise of the Future"
TODAY!

**You'll make MAXIMUM PROFITS
in the modernization BOOM as a
Hotpoint Custom-Kitchen Specialist!**

Don't pass up this high-profit, skyrocketing opportunity. All you need is a good name—a good organization—and the complete "package" offered only by Hotpoint. Adding Hotpoint Custom-Kitchen sales to their business has doubled the income of dealer after dealer!

Find out about the Franchise of the Future—the only franchise that gives you all of these advantages . . .

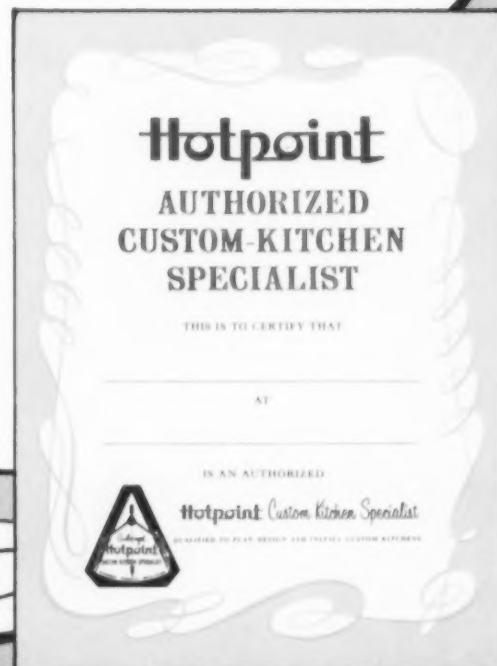
- 1. Nationally-respected appliances** . . . unequalled in acceptance, quality, variety—and ease of installation.
- 2. Profitable arrangements** with cabinet and accessory manufacturers—AND with local sub-contractors—all arranged by your Hotpoint Distributor!
- 3. Kitchen Planning Service** to make you the outstanding kitchen modernization authority in your community.
- 4. Powerful merchandising and advertising materials** . . . to bring you a steady flow of prospects.
- 5. Versatile finance plans** for you and for your customers.

Send for your free copy of "The Connecticut Story"
—the documented facts about the Hotpoint Custom-Kitchen Specialist Program. Don't delay—get your "Franchise of the Future" today!

Write to:

Hotpoint Company, Builder Division
5600 West Taylor Street • Chicago 44, Illinois

Hotpoint



ECONOMIC CURRENTS

(continued)

raise their sights. Thus, there is a continuing process of upgrading.

Consumers want more, newer and better durable goods. And they are not satisfied with what they now have even though what they have may be in good working order. Upgrading will continue as long as consumers continue to have confidence about their future.

Another clue to consumers' attitudes is installment buying, which has become such an important part of our way of life. Installment buying is directly related to a feeling of improvement in one's financial situation.

INSTALLMENT BUYING

ATTITUDES. During the past two years there has been great concern about the rising amount of installment debt. The question is continuously asked: Is installment debt too high? The answer seems to be that installment debt would become a problem only if incomes were to fall—not because people would default on payments, but because they would then feel that payments were a hardship and would curtail their new buying.

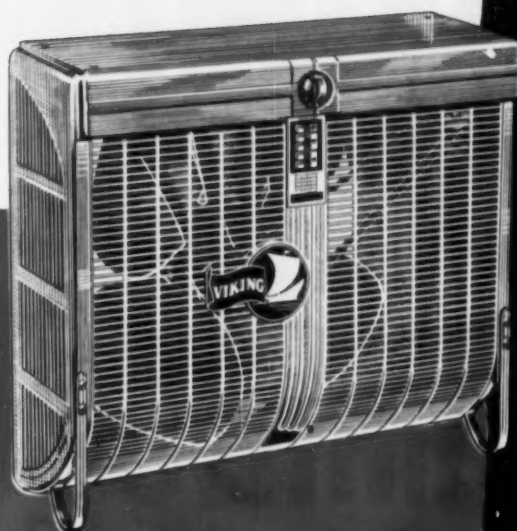
Some people buy on installments even though they could pay cash by drawing on their savings. But they feel that if they drew on savings they might not be able to build them up again. The installment plan compels them to make regular payments out of income, yet enables them to hold onto savings.

The survey indicated that a greater proportion of people had saved money in 1956 than in 1951 or 1952. A substantial number of people buy on installments and save at the same time. It is not correct to assume that people buy everything they can get for credit and do not save. There are some thrifty people who save and do not believe in borrowing. But many people do both. They succeed in doing so when times are good and incomes have risen. Sometimes years of borrowing and of saving alternate.

NO EASY MARKET. Thus, the two objectives—improving one's standard of living and accumulating savings—are not always necessarily in conflict with each other. If any choice exists, it is primarily one of priority and timing.

The fact that the consumer is confident about the future and satisfied with his financial position points to a continuation of the record levels of consumer spending—both with cash and on-the-cuff. And as long as his confidence remains, his desire to upgrade his standard of living will continue. But it does not mean that the consumer will be an easy mark. With his uneasiness about rising prices, there will be keen competition for the consumer dollar.

End



#955 . . . electrically reversible . . . 22" Fan . . . pushbutton controls . . . 3500* C.F.M. exhaust.



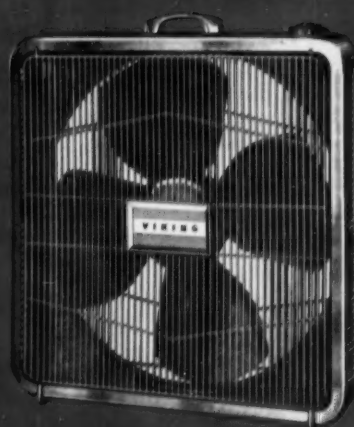
#1020 . . . thermostat . . . electrically reversible . . . 20" Fan . . . 2500* C.F.M. exhaust . . . use as window, floor, roll-up or portable



#720 . . . 20" Fan . . . 2400* C.F.M. exhaust . . . use as window, floor, roll-up or portable



Powered by this
Sensationally Priced
#1010 Traffic Fan



#920 . . . portable reversible . . . 20" Fan . . . 2500* C.F.M. exhaust . . . use as window, floor, roll-up or portable

Check Viking For The Soundest '57 Fan Program In The Industry



Viking® AIR PRODUCTS
Division of The National—U. S. Radiator Corporation
5601 WALWORTH AVENUE • CLEVELAND 2, OHIO



*All Viking Fans are rated according to standards set by the Propellor Fan Manufacturers' Association as indicated by this seal.

WIN A NEW FORD IN THE HAMILTON BEACH

Just name the Hamilton Beach "Guard"
...symbol of

THE ONLY 5-YEAR GUARANTEE

It's *our* chance to make even more friends for Hamilton Beach. It's *your* chance to win a new Ford Station Wagon or any of 100 other big prizes. Nothing to buy, sell or rhyme!

Your chances of winning are excellent, for this contest is limited to retailers and retail salespeople who sell Hamilton Beach appliances. Just name the "Guard" ... the "Guard" that tells *your* customers that Hamilton Beach appliances are guarded by the only 5-Year Guarantee they can get!

Don't miss this opportunity to win one of 101 wonderful prizes! Fill out the coupon and mail it today!

10 2nd PRIZES

Your choice of a complete wardrobe (men's or women's). Suit, overcoat, hat, shoes, shirts, ties, hose—retail value, \$300.00—at your favorite dealer.

15 3rd PRIZES

Matching set of famous Hartmann Lug-

gage—2-suit and 20-inch case in smooth two-grain airline cowhide. Retail value, \$150.00—or 3-piece set of women's luggage.

15 4th PRIZES

Hamilton Beach "Deep-Clean" Cylinder-Type Vacuum Cleaner with 11 cleaning tools. Retail value, \$79.50

15 5th PRIZES

Hamilton Beach Model H Food Mixer with Cake-Mix Timer, juice extractor and chrome finish. Retail value, \$61.95

20 6th PRIZES

Hamilton Beach Automatic Fry Pan—the new deeper pan that doubles as a sauce pan. Retail value, \$22.95

25 7th PRIZES

New Hamilton Beach *Electric* Food Grinder—the quick, crankless way to handle those tiresome kitchen chores. Retail value, \$39.95



NAME ME!



HAMILTON BEACH

HAMILTON BEACH COMPANY, A division of SCOVILL, RACINE, WISCONSIN, U.S.A.



Hamilton Beach
Food Mixer
\$44.95 retail



Hamilton Beach
Mixette
\$19.95 retail



Hamilton Beach
Automatic Toaster
\$19.95 retail



Hamilton Beach
Liqui-Blender
\$42.95 retail



Hamilton Beach
Home Drink Mixer
\$22.95 retail

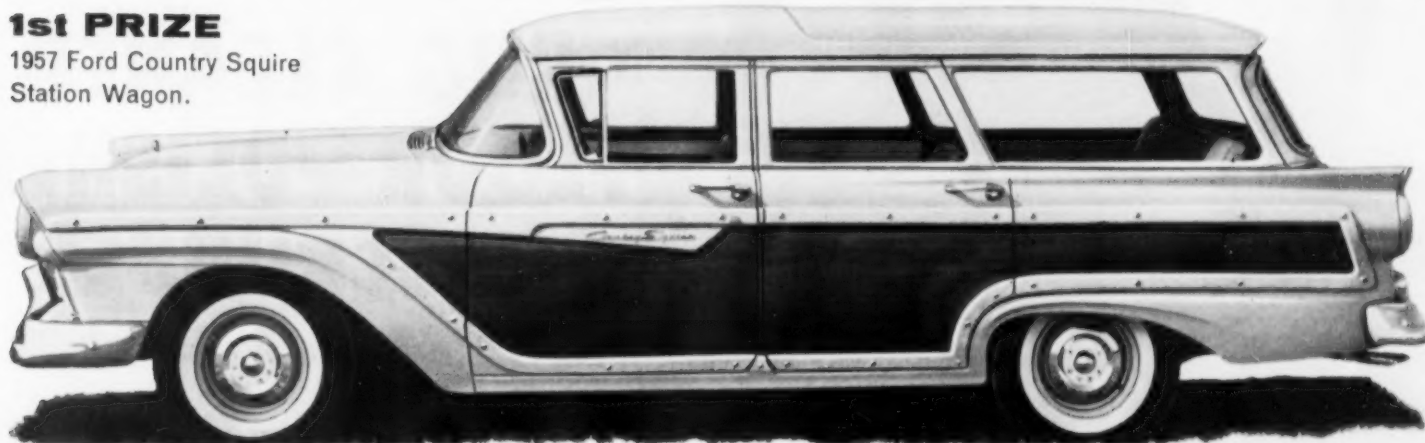
Contest Opens
March 1st!
Closes June 1st!

STATION WAGON

"NAME THE GUARD" CONTEST!

1st PRIZE

1957 Ford Country Squire
Station Wagon.



**A New Electric
Food Grinder!**

**2 New
Profit Opportunities
backed by the only
5-Year Guarantee!**

Real sales appeal here!
Quick and crankless! No
clamping down. Just flip
the switch, and even the
toughest grinding jobs are
a breeze. Wonderful for
making meat loaf, cas-
seroles, etc.

\$39.95 retail

Can-opener attachment

\$5.95 retail

Slicer-shredder

\$9.50 retail



**A New
Automatic
Fry Pan!**

The biggest sales edge in
automatic skillets! Thanks
to deeper walls, this 11½-
inch pan *doubles as a sauce
pan!* Deeper 3-quart pan
holds 2 extra cups.

\$22.95
retail

Cover with new
moisture control
\$3.50 retail

Includes special rack
for baking potatoes,
squash, etc.

101 PRIZES

**for Hamilton Beach retailers and
their salespeople only!**

OFFICIAL RULES:

1. This contest is open only to retailers and sales-
people who sell Hamilton Beach appliances.
2. Simply send us the most appropriate name,
using no more than 2 words, that you can think
of for the Hamilton Beach "Guard."
3. Sign your name, store name, and store address,
and mail to Hamilton Beach Contest Board,
Box 5166, Chicago 77, Illinois.
4. All entries must be postmarked not later than
June 1, 1957.
5. Entries will be judged by the Reuben H.
Donnelley Corporation. Decision of judges will
be final. Entries will be judged on the basis of
originality, sincerity, and aptness. In case of
ties, duplicate prizes will be awarded. All en-
tries, contents, and ideas become the property
of HAMILTON BEACH COMPANY, A divi-
sion of SCOVILL, RACINE, WISCONSIN, U.S.A.

HERE'S MY ENTRY!

EM-27

Hamilton Beach Contest Board
Box 5166, Chicago 77, Illinois
I suggest you name the "Guard"

(no more than 2 words)

My Name _____

Store Name _____

Jobber's Name _____

Jobber Salesman's Name _____

Address of Store _____

Extra entry blanks can be obtained from your distributor salesmen.

Give Your Customers \$26⁸⁰ When They Buy

ONE ROUND OF RUG CLEANING
IN THE AVERAGE HOME
MORE THAN PAYS
FOR THE SHETLAND



The Fast Selling

Shetland

TWIN-BRUSH ELECTRIC

RUG CLEANER FLOOR POLISHER and SCRUBBER

NOW . . . JUST IN TIME FOR A
SPRING CLEANING
SPECIAL

Only **\$49⁹⁵**

RETAIL
Limited
Time Only

ADVERTISED IN
LIFE

SHETLAND POLISHER-SCRUBBER with 2 Polishing
Brushes, 2 Scrubbing Brushes and 2 Felt Buffing Pads \$66.00
SHETLAND RUG CLEANING ATTACHMENT, with exclusive
self-adjusting, free-floating brush action \$10.75
\$76.75
REGULAR RETAIL VALUE
GUARANTEED FOR 1 YEAR

FOR A COMPLETE TWIN-BRUSH
FLOOR AND RUG CONDITIONER

BIG NATIONAL ADVERTISING PRE-SELLING CAMPAIGN

Biggest national promotion in Shetland's history. Starts out with a bang with full page advertisement in color in April House Beautiful, followed by Life, Good Housekeeping, Better Homes and Gardens, Sunset and Living for Young Homemakers; all keyed to this Spring Cleaning Special Promotion.

SHETLAND DEALER AIDS TO INCREASE SALES

Cooperative advertising right in your own community under your store name where it does you the most good. Store and Window Displays, Consumer Booklets, Envelope Stuffers.

SEE YOUR DISTRIBUTOR NOW FOR DETAILS OF HOW YOU CAN PUT THIS HOT PROMOTION
TO WORK FOR YOU IN THE BIGGEST UNSATURATED HOME APPLIANCE FIELD



WAXES & POLISHES ALL FLOORS — wood, linoleum, tile — all kinds. Shetland's Twin-Brush action gives wider area coverage — does the work in less time.



SCRUBS FLOORS — Shetland Twin-Brush scrubbing is non-spatter, easier, quicker and gets floors cleaner.



BUFFS FLOORS — Counters and Furniture too. Shetland Twin-Brush Buffing brings out higher lustre and preserves finish between waxings.



CLEANS AND SHAMPOOS ALL RUGS AND CARPETS — Automatically adjusts to all rug thicknesses. Free-Floating Brush Action gets all types of rugs and carpets professionally clean without removing them from floor. Saves semi-annual rug cleaning bills. Pays for itself in one round of rug cleaning.

THE SHETLAND CO., INC. LYNN, MASSACHUSETTS



Now! Cut your premium costs 50%
with new Home Laundry Size Tide!

A Product of Procter & Gamble

COME IN
GET A BOX OF
Tide
for watching the new
KAYE
WASHER
DEMONSTRATED

Special Offer
GET A HOME LAUNDRY SIZE BOX OF
Tide
WHEN YOU PURCHASE YOUR
10V IVIS
AUTOMATIC WASHER



Here it is—the new Home Laundry Size Tide, spectacular in size and spectacular in its appeal to your prospects (customers feel they're getting a real bonus when you offer them the biggest box of Tide on the market). What's more, it enables you to save exactly half on your usual premium costs . . . each Home Laundry Size Tide is just half-a-case, rather than the full case of Tide you usually give with each automatic washer you sell. Furthermore, with just two packages per case, you'll find this new size is less costly to handle, makes it possible to build massive, exciting displays quickly and easily. Here's how the new Home Laundry Size Tide works with the proven-effective Tide Premium Plan:

1. to create traffic you offer your prospects a box of regular size Tide just for watching an automatic-washer demonstration.
2. to close sales you offer your customers a box of Home Laundry Size Tide with their purchase of a new automatic washer.

For complete details on the Tide Premium Plan and how you can use the new Home Laundry Size Tide to cut your premium costs, contact the Tide Home Laundering Bureau, 1106 Enquirer Bldg., Cincinnati 2, Ohio.



Promote with Tide—as a premium it's a natural!

- the makers of 25 automatics pack Tide in their machines.
- more women use Tide in their automatics than any other washday product.

Must appliance dealers lose out on a billion dollar market ?

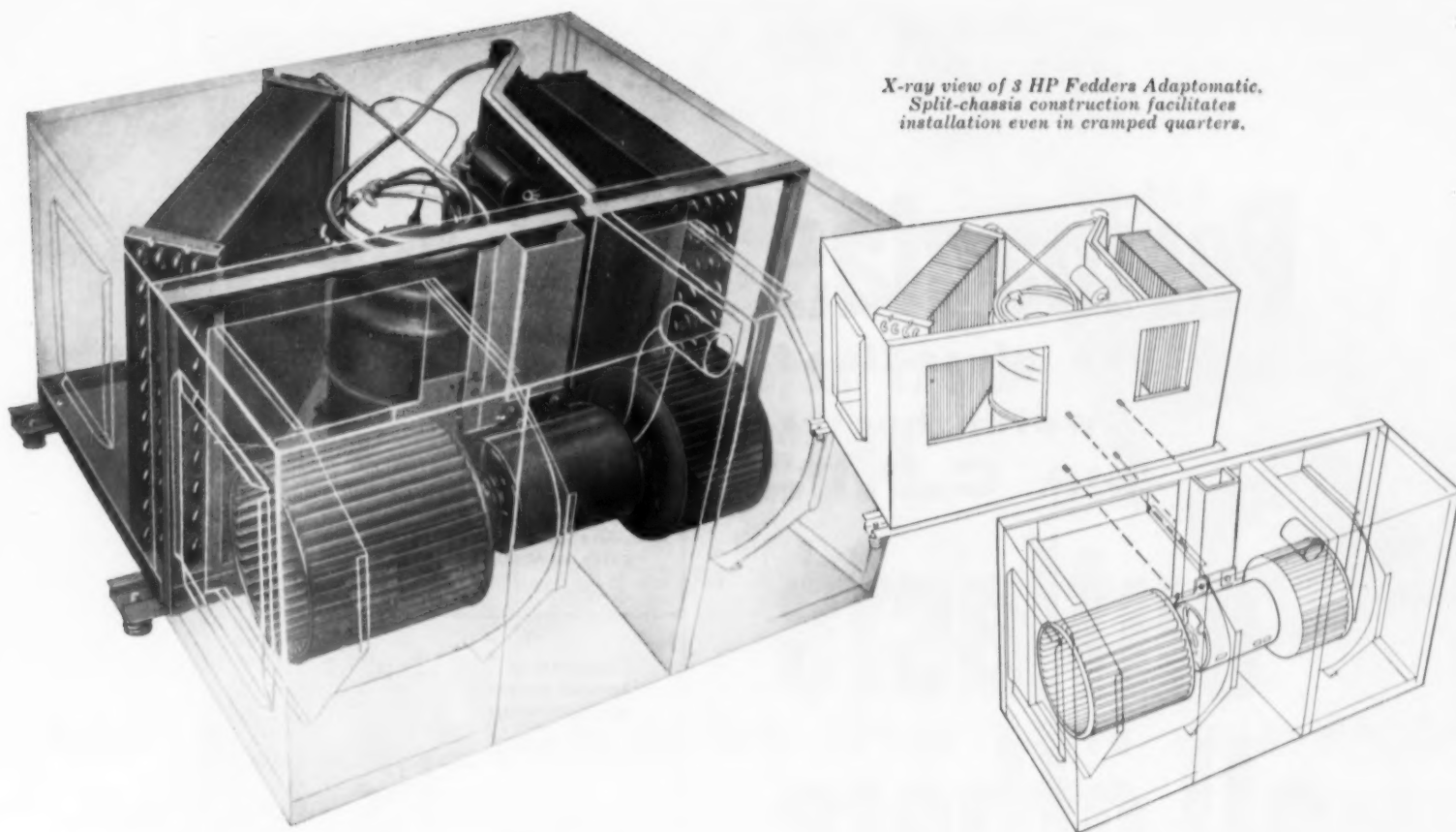
FEDDERS says "NO!"



Here's a great new marketing opportunity for every appliance dealer—the chance to trade up your customers from air conditioning single rooms to air conditioning whole houses!

Up to now you haven't had the equipment to get your share of this vast new market. And your customers have been afraid of the expense. The new Fedders Adaptomatic solves both problems!

The Adaptomatic is a complete, inexpensive air conditioner, factory tested and assembled, that you can promote and sell just as you do any appliance. Your Fedders distributor makes arrangements with a competent installation firm, eager to do the work for you. It can be installed for hundreds of dollars less than any other central air conditioner on the market. It needs



*X-ray view of 3 HP Fedders Adaptomatic.
Split-chassis construction facilitates
installation even in cramped quarters.*

*Here is the new Central Air Conditioner
that puts you in business selling whole-house air conditioning
as easily as any appliance!*

FEDDERS

Adaptomatic
CENTRAL AIR CONDITIONER

no large outside openings, no cutting of weight-bearing studs.

The Fedders Adaptomatic fits anywhere in any kind of house. No expensive structural alterations! No water, pumps or piping! Can connect to existing warm air systems, using present heating ducts for cooling.

Selling is made easy, for the Adaptomatic not only costs far less than other central air conditioners, but it also slashes installation costs. Your customer saves two ways — and remember, since this is a home improvement, the benefits of F. H. A. terms are available to him.

The market is wide open! Thousands of inquiries from Fedders national consumer advertising prove it!

Start now and get in on this rich new market. Call your Fedders distributor today for the full story.

Locates anywhere: Attic, garage, basement, crawl space or utility room. Can easily connect to warm air system.

Cuts costly duct work: Locates in most practical part of house, for shorter ducts.

No expensive structural alterations: Needs no large vents or dormers.

No "on site" engineering: No pumps or refrigerant piping, no unsightly outdoor units which require difficult refrigerant charging.

Two Sizes Available: The 2 HP Model for average house and 3 HP Model for larger houses.

Make it another great year with

FEDDERS 

World's most-wanted, most-enjoyed air conditioner

A.O. Smith
Permaglas®
 the glass-lined
 water heater
 with **C.F.P.***
outlasts
all others

HERE'S THE PROOF

An independent research laboratory conducted accelerated life tests of seven glass-lined water heaters. The certified results shown here PROVE beyond question that *Permaglas* outlasts ALL others!

*A. O. Smith's exclusive Controlled Fusion Process welds glass and steel to a more perfect bond.

HERE'S WHAT IT MEANS TO YOU

Now, for the first time, you actually *know* that there's a big difference in glass-lined water heaters—and that *Permaglas* lasts 55% longer than the average of all brands tested. You can PROVE that difference to your customers, and sell them *Permaglas* more easily than ever before.

| BRAND | Unretouched Microphotographs of Test |
|--|---|
| A.O. Smith Permaglas® NO METAL EXPOSED TO CORROSION | |
| BRAND A Moderately Eroded METAL EXPOSED | |
| BRAND B Severely Eroded METAL EXPOSED | |
| BRAND C Badly Eroded METAL EXPOSED | |
| BRAND D Moderately Eroded METAL EXPOSED | |
| BRAND E Badly Eroded METAL EXPOSED | |
| BRAND F Moderately Eroded METAL EXPOSED | |

**And Here's a BIG NEW Campaign
To Help You Cash in—NOW!**

NATIONAL ADVERTISING—Full pages in color in nine leading magazines will tell this outstanding story to millions—to your customers.

LOCAL ADVERTISING—NEW ad mats, NEW distributor ads, NEW radio and TV material, NEW outdoor posters are all ready to help you in your neighborhood.

POINT-OF-SALE—NEW pocket demonstrators, NEW banners, NEW signs are ready to work for you.

SELLING AIDS—NEW envelope enclosures, NEW hand outs... EVERYTHING you need to sell.

CALL YOUR **Permaglas®** DISTRIBUTOR
 BETTER GLASS—LONGER LIFE

makers of famous **Permaglas®** heating and cooling... **Burkay** commercial water heaters

Permaglas®

PROVED
 BY OVER 3,500,000 FAMILIES

Through research  ... a better way

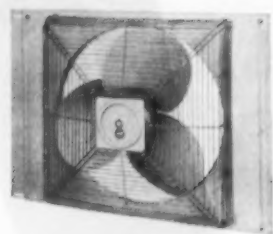
A.O. Smith
 CORPORATION

Permaglas Div., Kenosha, Ill.
 International Div., Milwaukee 1, Wis.
 Licensee in Canada: John Inglis Co., Ltd.

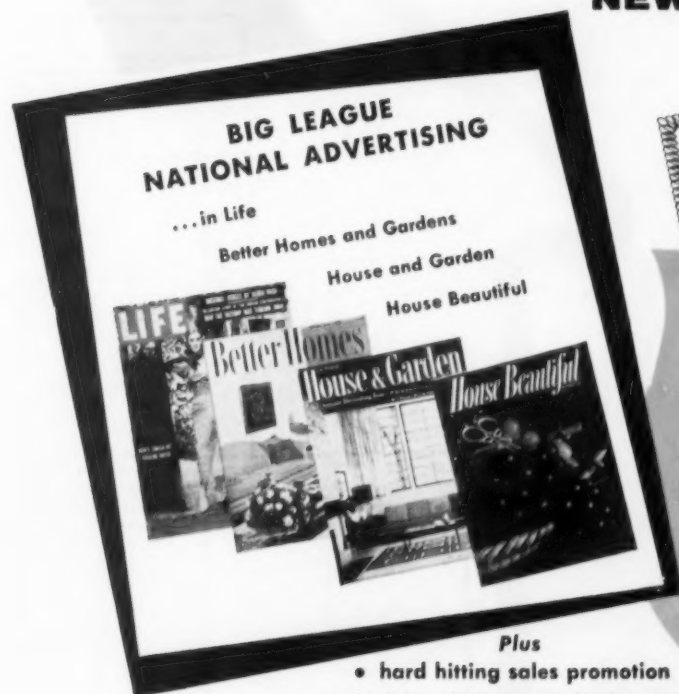
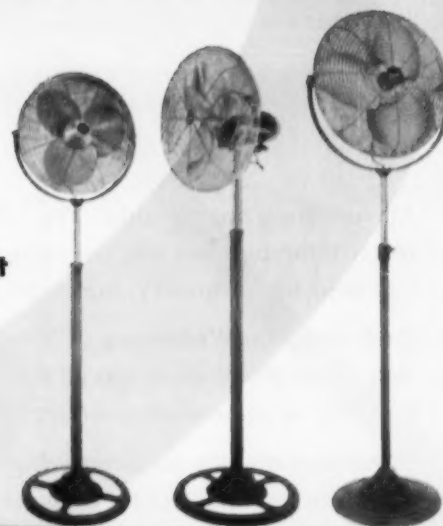


Here's the **DIEHL** Sizzle

for your stake in the fan market



NEW models
NEW styling
NEW sales appeal
NEW opportunities for profit



- Plus
- hard hitting sales promotion
 - colorful and effective sales literature
 - cooperative local advertising
 - attention getting displays



The new **DIEHL** '57 Fan Family

Features a variety of types and sizes that really opens the door to you for increased fan sales! A new 3-way portable ventilator, three new window ventilators, attic ventilators, air circulators, desk and bracket fans for home and office ... all built right, styled right and priced right to meet modern demands.

Plus... national promotional program that pre-sells your customers and brings them right into your store.

Get the complete story now from your DIEHL fan distributor.



DIEHL MANUFACTURING COMPANY

Electrical Division of THE SINGER MANUFACTURING COMPANY

Makers of the world-famous SINGER Sewing Machines

Finderne Plant, SOMERVILLE, N. J.

Baltimore • Chamblee, Ga. • Charlotte, N. C. • Chicago • Cincinnati • Milwaukee • Needham, Mass. • New York • Philadelphia



...A GREAT MEDIUM FOR APPLIANCE ADVERTISING

All customers are not alike. The better off, better informed they are, the more likely they'll buy your higher-quality, higher-profit items.

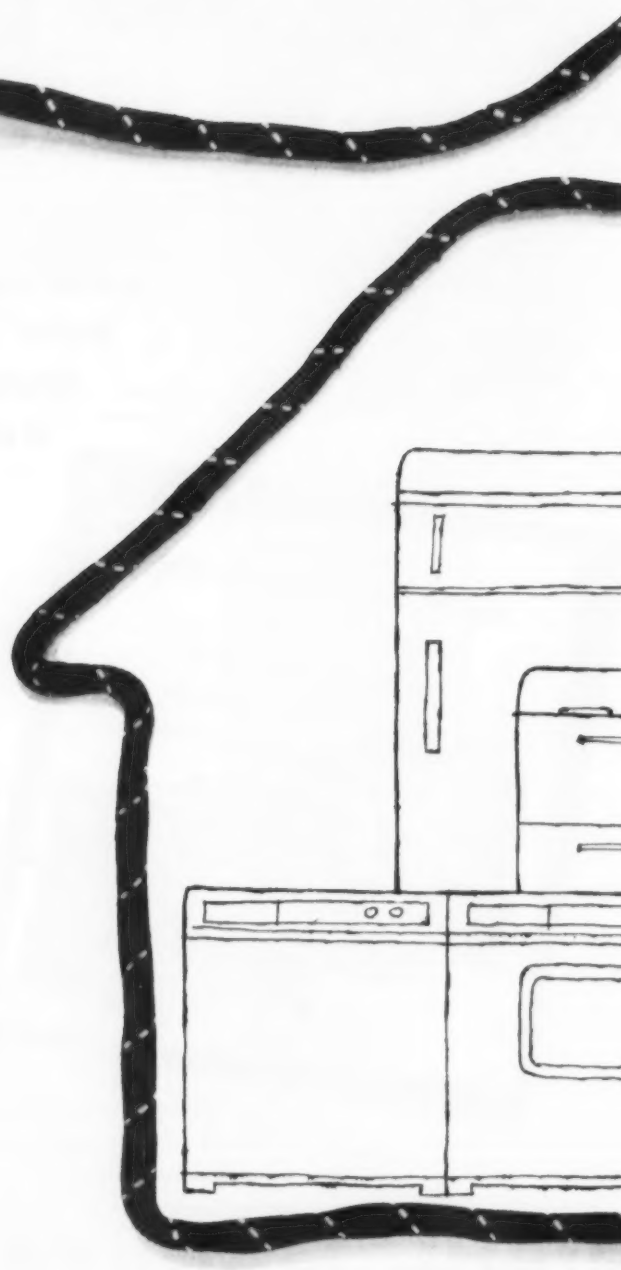
Each week (on Wednesday or Thursday night), more than 2,100,000 of these special kind of prospects for home appliances sit down and read **TIME**.

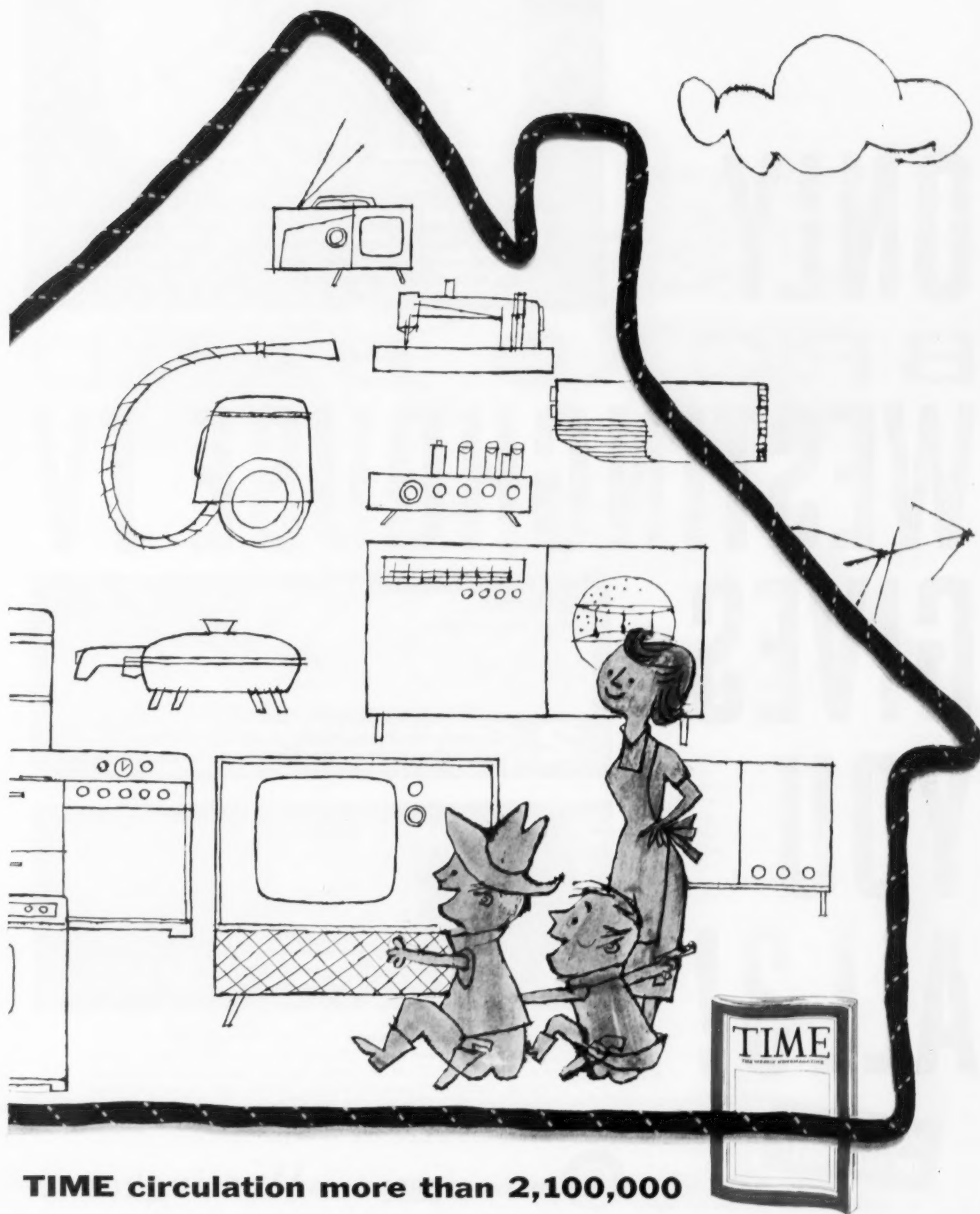
These people enjoy an income *double* the average American income. And they always bought better things to brighten and ease their leisure hours.

Whether it's color television or washer-dryers or hi-fi units, you sell more appliances more often in **TIME**.

**TIME—to reach over 2,100,000
families of America's
best appliance customers**

No wonder more and more progressive manufacturers are using **TIME** to sell appliances. Dealers, too, appreciate the sales value of the words "Advertised in **TIME**."





TIME circulation more than 2,100,000

ONLY BROAD BAND WESTINGHOUSE TV GIVES YOU ALL 3!

MOVE WITH THE LINE THAT'S
ON THE MOVE!

Television-Radio Division • Metuchen, New Jersey



YOU CAN BE SURE...IF IT'S **Westinghouse**

**ORDINARY
"NARROW
BAND" SETS** simply can't reproduce full wide band signal sent by station. Note blurry detail, harsh contrast.

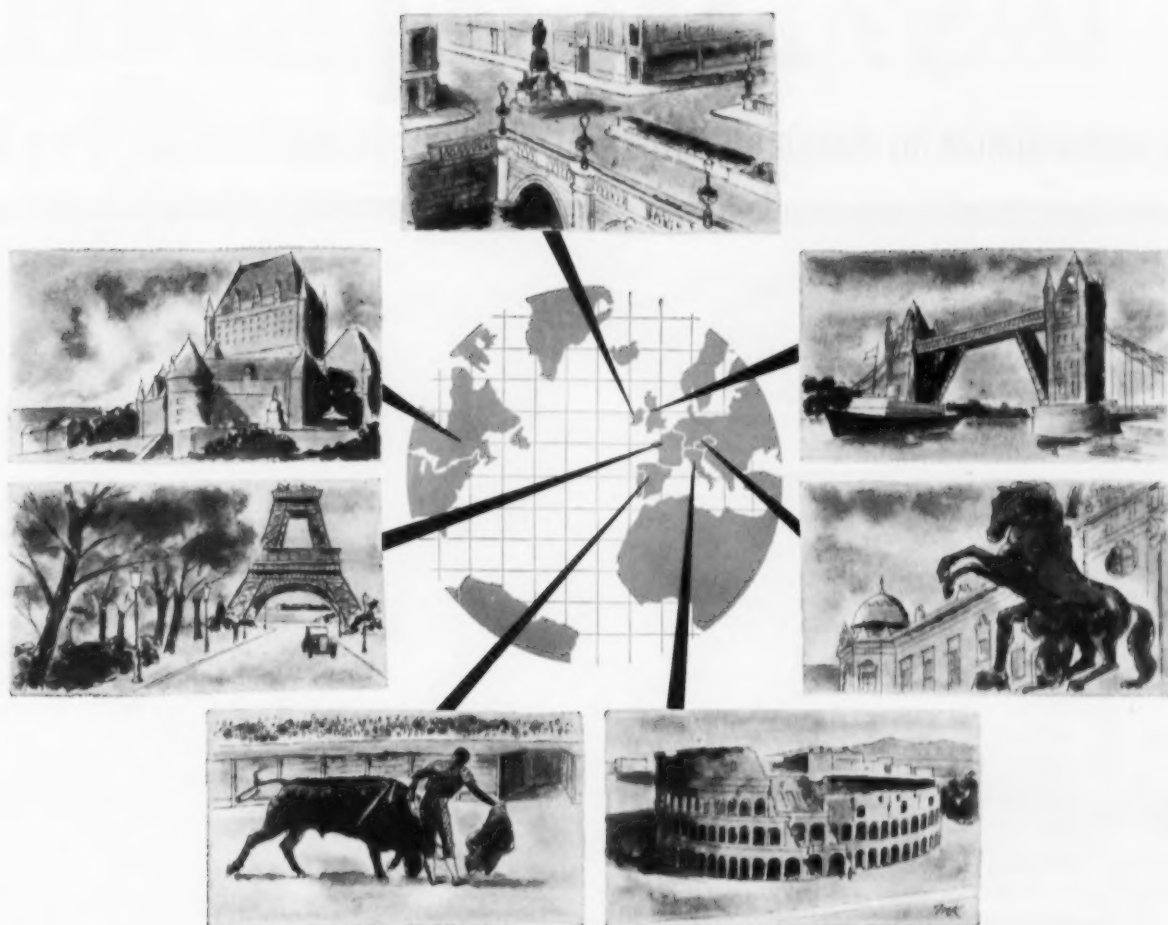
**WESTINGHOUSE
"BROAD BAND"** TV is built to reproduce everything the TV station sends! See crisp, sharp detail, amazing life-like realism!

1. "BROAD BAND" RECEPTION! Now you can offer a feature every TV prospect wants—a sharper, more detailed picture! Every 1957 Westinghouse set is engineered to receive all the signal sent by the TV station—actually 22% more detail than sets without this feature!

2. PUSH-BAR POWER TUNING! Just a feather-light touch and Westinghouse Power Tuning changes channels quietly, instantly . . . bypasses unused channels automatically!

3. PUSH-BUTTON "ON-OFF!" No fiddling with volume every time you turn set on. Operates independently of Volume Control. Just push, it's "on". . . push, it's "off."

Here are features your salesmen can "sink their teeth into!" And, new Westinghouse "Broad Band" TV gives you many other advances to sell, too. Trouble-free Silver Safeguard Chassis! Space-saving Slim-Trim styling! Optional "Chairside" Remote Control—plus scores more that make these the best-performing, easiest-to-move sets on the market! What's more, Westinghouse is backing them with the heaviest advertising program in its history. Cash in—call your Distributor!



Here, too, we make Nichrome*

Perhaps you didn't know that the world-famous alloy Nichrome is produced not only in The United States, but also in 6 Driver-Harris plants in England, Ireland, France, Italy, Austria, Spain, and in Canada by The B. Greening Wire Company. Also, Nichrome is a registered trade-mark in 55 nations.

At first, fifty-odd years ago, we manufactured electrical resistance alloys for furnace elements and domestic

heating appliances only. Today we produce 132 different high nickel alloys in many different forms and in hundreds of sizes, for almost every kind of domestic and industrial application—of which Nichrome is the most illustrious.

Whenever you buy Nichrome, you are assured of the unsurpassed and unvarying *quality* which has made Nichrome the supreme world standard for electrical-resistance and heat-

resistant alloys. This uniformly high quality, which we jealously guard as our most priceless possession, results from the technical excellence, the productive skill, and the quality controls the Driver-Harris craftsmen have gained in over 50 years of experience — and which are maintained with equal rigor in all Driver-Harris plants here and abroad. The result is a continuous benefit to the entire electrical, electronic, and heat-treating industries.

*T.M. Reg. U. S. Pat. Off.



Nichrome is made only by

Driver-Harris
COMPANY

HARRISON, NEW JERSEY

Manufacturing plants also in: ENGLAND • CANADA • IRELAND • FRANCE • ITALY • AUSTRIA • SPAIN

MAKERS OF THE MOST COMPLETE LINE OF ALLOYS FOR THE ELECTRICAL, ELECTRONIC, AND HEAT-TREATING INDUSTRIES

Making Sales Easier By 1957 **Hotpoint**

and the convenience of Hotpoint Automatic Cooking is available for every budget!



This beautiful, full-sized, single oven range is priced to fit every budget. Its new "Fashion Front" styling and deluxe features bring new pride and cooking enjoyment to any kitchen. Look at the features you can offer at a surprisingly low price:

- New Two-Way Super-Matic Cooks Without the Cook
- Mealtime Times All Surface Cooking
- Color-Lighted Pushbuttons Make Cooking Easy
- Calred® Silver-Gray Super Oven Balances Heat
- Automatic Oven Timing Clock Thinks for Itself
- Exclusive Quick-Set Circuit Breaker
- "Super-2600" Calred Surface Unit—Quick as a Wink

Hotpoint
Super Deluxe
Automatic Electric Range
Model RC-25



Here's cooking luxury at moderate cost. The wonderful convenience of TWO fully automatic silver-grey ovens, pushbuttons, raisable thrift cooker, quick-set circuit breaker and choice of colors makes this the buy of buys. Here are some other deluxe features that sell themselves:

- Super Oven is Banquet-Size—Cooks for 24
- Thrift Oven for Baking and Roasting Smaller Meals
- "Super-2600" Calred Unit Warms Soup in 65 Seconds
- Oven Timing Clock Starts and Stops Meals
- Golden Griddle • The Golden Fryer is Optional
- "Fashion-Front" Styling Brings New Kitchen Beauty
- Battleship Construction Finished in Titanium Porcelain

Hotpoint
Deluxe Automatic Electric Range
Model RB-74

Making Cooking Easier...

Automatic Ranges

And Here's The NEW Glamor Queen of the Kitchen!



Hotpoint
Super Deluxe Two-Oven
Automatic Electric Range
Model RD-26

Here Are More Luxury

Features Offered in the RD-26:

- Distinctive "Fashion-Front" Styling
- Super-Matic Unit Cooks All Ways... Automatically
- 6" or 8" Heat Pattern Selection in Super-Matic Unit
- Mealtimer With Chime That Times All Surface Cooking
- "Super-2600" Calrod Unit Cooks Quick as a Wink
- Color-Lighted Pushbuttons for Five Controlled Heats and Timer
- Two Fully Automatic, Silver-Grey Ovens
- Rota-Grill Rotisserie Brings Barbecue Inside
- Custom Cooker and Server
- Handi-Raise Broiler
- Handi-Over Grill

Price-Planned for Easy Step-Up Selling

There's a Hotpoint Automatic Electric Range for every family budget—price-planned to help you SELL UP... six new 39-inch models and three new 30-inch models in all—each with Pushbutton Controls and Quick-Set Circuit Breaker protection.

Super Deluxe features such as the Coffee Perk, Golden Griddle, Golden Fryer, Custom Cooker, Handi-Raise Broiler and Handi-Over Grill are available as optional accessories for many models where these features are not standard equipment. You can make the Hotpoint Range your customers select as deluxe as the customer desires—another sell-up profit opportunity for you.

Have your Hotpoint Distributor explain the flexibility of the Hotpoint Range line. It simplifies your job of selling!

Hotpoint Ranges are Available
in **5** Hotpoint **COLORTONES**
and Classic White



MUSICAL ROAST-RIGHT THERMOMETER

Here's a NEW Hotpoint Exclusive to tune up your Range sales. It's Hotpoint's MUSICAL Roast-Right Thermometer. It not only helps to cook tenderly—it actually plays the popular song "Tenderly", when the meat or fowl has been cooked to your liking. The Roast-Right Indicator is set for the degree of doneness that suits your taste—and the Hotpoint RD-26 Range does the rest. When the food is cooked *precisely* to the pre-selected setting, a music box fills the kitchen with the melody of this lilting tune.



Hotpoint Exclusive Coffee-Perk

Hotpoint's NEW giant-size coffee maker fits into the Deep-Well and brews 1½ gallons in just 25 minutes—enough coffee to serve 24 people all at once. The secret is SUPER-MATIC with its precision time and automatic temperature control.

Look to
Hotpoint
for the finest...first!

SALAD • DISHES • AUTOMATIC WASHERS • CLOTHES DRYER • SHOWERHEADS
DISPOSALS • WATER HEATERS • FOOD FREEZERS • AND CONDIMENTS • CUPBOARD • THERMOS
HOTPOINT CO. (A Division of General Electric Company)
5600 West Touhy Avenue, Chicago 44, Illinois

"...has solved many dealers' problems"

says **JOHN H. HUNT, JR.**, President of Arkansas Radio & Appliance Co., Philco distributor, Little Rock, Ark.

"The advice and guidance available to our dealers through COMMERCIAL CREDIT have been of tremendous help. Their local personnel has had considerable experience in this field and has solved many problems. During the two big tornadoes here in recent years, every dealer using COMMERCIAL CREDIT PLAN received real protection. And their floor plan facilities have enabled many to enjoy a higher sales volume than would have been otherwise possible."

Commercial Credit dealers are successful dealers

Write or call our nearest office for complete information on the benefits of COMMERCIAL CREDIT PLAN. Why not do it today?



COMMERCIAL CREDIT CORPORATION

A service offered through subsidiaries of the Commercial Credit Company, Baltimore . . . Capital and Surplus over \$200,000,000 . . . offices in principal cities of the United States and Canada.

We asked over 200 dealers what they
thought of the kitchen business.

Fifty-seven percent didn't like it.

The question the industry must soon
answer is...

why don't
they sell
Kitchens?

By TED WEBER Jr.

For the dealers own reasons, turn the page ►

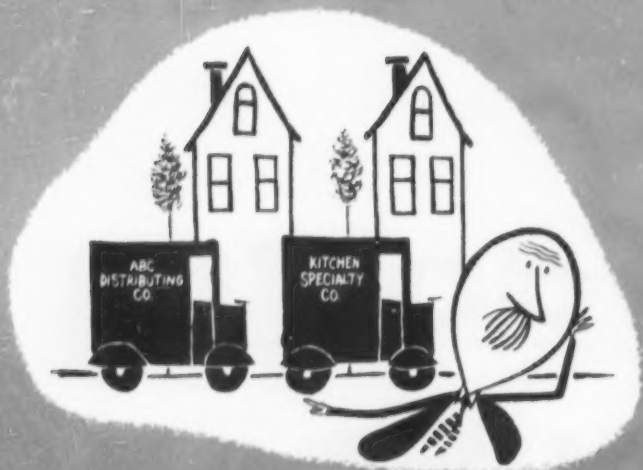
Here's what dealers don't like about the kitchen business



48.3 percent say installation headaches knock out all the profit in the kitchen business



37.1 percent say they're not big enough to coordinate kitchen planning, sales and installation



40 percent say there's too much competition from distributors and **30.2 percent** say there's too much competition from kitchen specialists



38.8 percent say there isn't enough volume in kitchens or that the potential market for modern kitchens in their area is too small



48.3 percent can't find plumbers, carpenters or electricians who will work with them



23.3 percent can't find trained kitchen salesmen

Based on answers supplied by 116 dealers not now handling kitchens. Percentages total more than 100 percent because of multiple answers.

Here's a rebuttal from seven men who know, and like, the business

It's no secret that appliance dealers have been slow to embrace the kitchen business.

There have been exceptions. But the average dealer hasn't responded to threats (that the business will go to other retailers by default) or to promises (that the kitchen business is a profitable one).

To find out just what the average dealer has against kitchens, ELECTRICAL MERCHANDISING early this year contacted over 200 dealers from coast to coast. Of this group just over 43 percent said they handled kitchens. It was among the remainder—116 in all—that we looked for objections to the kitchen business.

Their objections are tabulated in the box elsewhere on this page.

But the story can't end there. Some of the objections were obviously well taken; just as obviously, others were not valid. And there are answers even to the valid ones.

ELECTRICAL MERCHANDISING has asked seven men for these answers. All seven have one thing in common—they believe in the kitchen business. In the group are five manufacturers, a distributor and a dealer. Among the manufacturers there are widely varying philosophies of just what the kitchen business involves. The distributor and dealer add still another dimension with their answers. But although their answers vary, each of the seven believes that the appliance dealer belongs in the kitchen business. On this, and the following pages, they attempt to answer the most frequently raised objections to the kitchen business.

TO THE OBJECTION THAT: *Installation headaches knock out all the profit.*

THE DEFENSE REPLIES

MURPHY: This is the most reasonable objection in the entire group. Installation is a headache. Let's not try and duck that.

RILEY: This can happen if the dealer selling a kitchen doesn't know what it will cost to install it, and picks some nice, round figure out of the air to cover installation.

HOWELL: There may be some installation headaches in this business, but most of them are in the custom kitchen field. And custom kitchens are a comparatively small part of the kitchen business. By far the greatest volume in the business today comes from the sale of a cabinet sink and a few base and wall cabinets.

DUPREE: For too long dealers have looked upon kitchens as being a complicated and all inclusive type of business, requiring complicated calculations and installation problems. We do not feel that it's that type of business at all, except in new construction, in which case the volume is usually too large for the average dealer to handle financially. We feel that the average dealer should concern himself with the smaller installations, the accumulative effect of which will produce a satisfactory volume at a satisfactory profit with no more than the normal, routine problems of selling and installation. . . . Our new "place maker" plan takes the approach that the dealer sells unit by unit rather than approaching it from an overall complete wall to wall kitchen.

BARBER: I think you'll agree that this objection reflects the viewpoint of an untrained or inexperienced dealer. Most of the headaches of installation arise from the dealer's failure to appraise the job properly in advance. And the ability to estimate installation costs correctly must be acquired through training and experience.

REYNOLDS: Then, too, in raising this objection I am afraid the dealers confused the term "headache" with "work". They should remember that very little is gained without "work". If a dealer is willing to put some work into the study of kitchen planning and installation he will soon find that there are no headaches and a good profit in kitchen installation.

HOWELL: You should remember that kitchen business offers a higher margin of profit—one-third to one-half higher than appliances. And the dealer who sets himself up to sell and install deserves it, for selling, planning and arranging installation is harder than selling a plug-in appliance. The extra profit margin provides an incentive . . . it takes some of the sting out of problems that might arise. I think this

MORE▶

| FOR THE DEFENSE | |
|---|--|
| K. O. DUPREE director of sales, American Kitchens Division, Avco Mfg. Corp. | DONALD R. BARBER vice-president, Geneva Modern Kitchens, Div. of Acme Steel Co. |
| C. K. REYNOLDS, JR. manager, steel kitchen sales, Berger Div., Republic Steel Corp. | HARRY F. HOWELL sales manager, Youngstown Kitchens, division of American-Standard |
| E. J. RILEY manager, home bureau, appliance and TV receiver division, General Electric Co. | SOL FREEMAN president, the Burden Bryant Co., (distributors) Springfield, Mass. |
| | FRANCIS MURPHY Murphy Electric, (dealer) Bristol, Conn. |

WHY DON'T THEY SELL KITCHENS? (CONTINUED)

objection drives home the point that a dealer who would be in the kitchen business profitably must be prepared to work at it and to understand it.



MURPHY: I agree on the necessity of knowing the business. Unless you have someone in your organization who has a knowledge of general contracting, installation can be costly. But this general observation—the necessity of knowing your job—applies to any business. There are things to learn in any business. In kitchen business one of them is installation.

REYNOLDS: The competent dealer eliminates the so-called installation headaches by learning the kitchen business to the point where he shares in installation profits instead of regarding installation as a mysterious, profit-draining bogey.



HOWELL: Now don't misunderstand me. I pointed out that the biggest share of kitchen volume today comes from sale of cabinet sinks and a few base and wall cabinets which are many, many times bought virtually "across the counter" with no question in installation. But I do agree that anyone who handles kitchen equipment must know something about installation. And certainly the appliance dealer who wants to make hay from this "built-in" trend should have as much knowledge as possible about it.

MURPHY: I think that one of the best ways to meet this installation problem is to acquire the necessary training through attendance at manufacturer training schools. They'll show you how to meet these problems.

REYNOLDS: Our factory and most of our distributors—and probably other major steel kitchen cabinet manufacturers—have dealer training programs designed to cover installation and eliminate so-called "headaches".

BARBER: Both manufacturer and distributor share the responsibility for seeing that such training is available.

MURPHY: As far as specific advice is concerned I think the most important single thing to remember is to get firm prices from your sub-contractors. That's half the battle. Firm prices are a must.

FREEMAN: If a dealer plans the ground work of a kitchen intelligently and gets contract prices from the carpenters, plumbers, electricians, etc., and adds a little for human error, he cannot lose money on

the job. It is only when he is too anxious to make the sale that he gives the customer a price "installed" without thinking of the difficulties which may arise in the course of the installation. This is the time when he gets stuck.

RILEY: I'd like to point out that experienced kitchen dealers can take one of three courses as far as installation is concerned. Either they have a general contractor give them a firm figure for the specific labor and materials involved. Or they get separate firm bids from different sub-contractors and add a 10 to 15 percent markup to their total for contingencies. Or, based on a year or two experience and good working relationships with sub-contractors, they use an average figure for different phases of the installation work in arriving at a total job estimate. For a dealer just starting in the kitchen business, either of the first two methods seems preferable. Later on, he could move on to the third method. His prime concern at the outset is to use a firm, accurate figure in his installation estimate.

BARBER: At the start, employing the services of qualified installation crews will greatly minimize costly installation mistakes.

REYNOLDS: Our top dealers know that a good portion of the cost of any remodeling job covers installation and they gear their operations to include a profit on the installation costs. A new dealer can engage a competent general contractor, to handle installation, and, working with his contractor, he can learn in fairly short order how to estimate installation problems and costs properly. If the job is estimated properly, installation is bound to show a profit for the dealer.

TO THE OBJECTION THAT: *We can't find plumbers, carpenters or electricians who will work with us.*

THE DEFENSE REPLIES

MURPHY: I can't buy this excuse at all. I think this is basically a matter of communications. After finding the craftsmen—and believe me you can find them—you have to get your story over to them. That's the difficulty. But you can't convince me that dealers can't find plumbers, for instance, who won't be interested in several thousand dollars worth of work in a year. And that's what you're offering them.



FREEMAN: We've had no trouble finding craftsmen to work with the dealer—provided the dealer seeks our help and advice. We—and most good kitchen distributors—can provide a list of tradesmen anxious and willing to help the kitchen dealer. We find, however, that dealers use this objection as an excuse. For example, one of our accounts said they could not find plumb-

ers to install sinks. When they came to us for help we found plumbers without difficulty. The store ran a promotion and sold 60 sinks.



BARBER: Today, especially, it should be possible to line up qualified tradesmen for installation work. In larger cities kitchen installation crews are available. In many areas builders or remodeling contractors are looking for this sort of work. The distributor is usually in a position to recommend qualified people.

HOWELL: One thing that may alleviate this situation is the decline in home building. Some home builders are looking for means of keeping their crews busy and are either going into kitchen remodeling themselves or are available on a sub-contracting basis. The decline in home building may tend to make more craftsmen available. I recognize that this problem is more acute for the less specialized dealer whose volume does not warrant having craftsmen on his own payroll or who cannot assure a subcontractor of steady work. This is where the centralized installation agency sometimes comes into the picture in metropolitan centers. . . . In many small cities and in rural communities where codes are not so strict, getting men who can do more than one—and perhaps all—of the installation jobs is rather common.

REYNOLDS: A dealer who makes up his mind to go into the kitchen business can find contractors if he goes out to look for them. If he hasn't been able to find them he may be sure his competitors have, for there is no market today where installation men are not available. And in certain major markets our distributors offer central installation service for dealers.



RILEY: Finding plumbers, carpenters and electricians who will work with them has been done by many dealers and can be done by more if the dealer, on his part, is willing to work with the tradesmen. This means talking with several in each line before he starts selling kitchens, explaining to them what his plans are and asking their cooperation, to the point of a commitment, to schedule their work when he needs it. In most cases the distributor kitchen specialist is familiar with a number of good, dependable tradesmen whom he can recommend to the dealer. The dealer should, however, at the outset (when he obtains the installation estimate from the tradesman) also get a commitment as to when the work can be

done and factor this into his overall job scheduling. If he finds one or more of the tradesmen not living up to their time commitment, he should try others. Unfortunately, many appliance dealers have tried to have as little as possible to do with independent union tradesmen in the past. If they want to earn the profits that are waiting to be reaped in kitchen business, they have to learn to live with and work with plumbers, electricians, and other tradesmen.

TO THE OBJECTION THAT: *There's too much competition from distributors.*

THE DEFENSE REPLIES

FREEMAN: This is a legitimate complaint. But in most cases distributors do it only out of necessity. Often when he gives the dealer a prospect—even a good one—the distributor finds the dealer shows a lack of initiative. The distributor often discovers that the dealer has never followed through to contact the prospect who may ultimately buy a kitchen of a competitive make. It is just such a situation which prompts the distributor to sell it himself rather than lose a sale to a competitor.



REYNOLDS: The same could be said, but to an even greater extent, about the range, refrigerator, laundry appliance or television business. There is more "back-door" selling of plug-in appliances than of kitchens, which require planning and installation. Undoubtedly there are some consumer sales of kitchen cabinets by a few distributors but such instances certainly occur less frequently than in any other phase of the major appliance business.



DUPREE: We do not concur that the distributor is giving the dealer too much competition. They are merely doing what the dealer is unable to do or unwilling to do.

MURPHY: There's no doubt that there is some distributor competition. Sometimes the distributors get volume happy. Often they can't really help themselves. In some cases they run up against accommodation sales they have to handle. I'd like to point out, however, that this competition isn't as widespread in the custom kitchen field as it is in the sink and cabinet

(Continued on page 103)

They Designed a Kitchen Program for Tomorrow's Market

ON THESE ASSUMPTIONS: *1 More and more appliances will be sold as parts of kitchens 2 More and more people are going to seek out specialists from whom to buy kitchens and appliances 3 More and more "plug-in-appliance-only" dealers are going to lose some part of their volume as the distribution pattern changes . . . G-E Appliances, Inc., Los Angeles, started a kitchen contractor-dealer program that in two years has secured, trained and is currently helping 46 special dealers — GEA's insurance against the future — and that is being copied all over the country.*

By **HOWARD J. EMERSON**

IN Los Angeles-Hollywood, it couldn't be just good, or even excellent, it would have to be "colossal"—and that just about describes how one distributor there has been developing kitchen business through dealers.

From four kitchen dealers in May 1955 to 50 kitchen dealer-contractors in January 1957—that's the story of General Electric Appliance Co.'s (Los Angeles) ambitious kitchen dealer development program.

And the results will be felt in every section of the country because, whether intended or not, the program of GEA-LA has become the national pattern for kitchen dealer programs started in late 1956 by all branches of G-E's appliance distributing department. †

GEA-LA set its record in kitchen dealer development through a program aimed at

establishing a G-E franchised "kitchen dealer-contractor" in every market center of southern California. It has done it by:

1. Setting up at GEA a kitchen sales division of dealer sales departments; headed by a kitchen specialist;

2. Seeking and selecting dealers—in and out of the appliance business—who show potential in managing complete kitchen modernizing and in merchandising G-E appliances into these kitchens;

3. Training these dealers and their personnel in kitchen design, layout and construction, and in product knowledge of the appliances;

4. Assisting these dealers in getting subcontractors so they can offer a complete service;

5. Supplying specialized help to aid deal-

ers on specific kitchen design and installation problems;

6. Backing the program with an 18-kitchen display, a special promotion program, and a \$25,000 advertising campaign to build a steady flow of live prospects.

This program has more significance, regardless of its present success, than the average effort of this or another distributor.

Why did volume-conscious, carload-minded General Electric Appliance Co. of Los Angeles go to the great amount of trouble and the considerable cost of working on a program that is producing dealers who use perhaps only 100-200 units of G-E merchandise each in a year of kitchen selling?

Obviously not for immediate volume—GEA may have more than one dealer who produces that volume in a month. What

GEA has been doing for the last year is part of a long range program designed to adjust its distribution to foreseeable changes both in the retail pattern of appliance selling and in the public's changing preferences in appliance buying. It is a program to build sales for its appliances through retail outlets that do not exist in sufficient quantity today—while keeping appliance selling in at least the present volume through present retailers whose future in appliance selling may be very precarious without a change of direction.

Years Ahead—for the Public

A program that put a specialty kitchen-appliance dealer into each market area would be a necessity to meet foreseeable demands of the public, the management of General Electric Appliance Co. in Los Angeles decided early in 1955.

"When we put this kitchen program under consideration nearly two years ago, we sensed a definite trend in the public's attitude toward the kitchen," says George Lloyd, manager of dealer sales.

"People were beginning to give the attention to remodeling and modernizing the kitchen that they had previously been giving to remodeling living rooms, dining areas or adding extra bathrooms.

"In new home construction the kitchen was being designed as a social and living area for the family and friends—in many homes here the kitchens were made so attractive and modern that they opened directly into the living areas. The trend in new home construction was well established, but we were beginning to feel the trend influencing the people who had older homes they wanted brought up to date."

During 1954 and 1955, the General Electric Appliance Co. was getting visitors daily whose desires were for information on kitchen remodeling, the relationship of colors, materials and appliances, and where

to get the work done. "The public was giving concrete evidence of its need for a good selection of specialty kitchen-appliance dealers," Lloyd points out. "We felt that this was only the beginning of the public's search—people wanted a service. So we decided on this long-range program which would provide the service right near their homes by well-trained local businessmen who would be able to do a complete job with personal service at a fair price. And that is what our kitchen dealer-contractors now can do."

Years Ahead—for the Dealers

Dealers joining in this distributor's kitchen program are helped to get immediate business, but they know too that they are involved in a program looking years ahead for full results.

In the first place, the plan must look ahead at dealer level because it is based on creating a new group of merchants on the local business scenes. Full results can't come to this or any similar program until the public is educated to think of this new type of dealer as a one-stop source of complete kitchen modernizing.

In the second place, the GEA program is designed to give a forward look to the dealer's efforts by tying in his overall kitchen business to the multi-million dollar promotional program of a major appliance manufacturer.

Dealers who had sold appliances for years had witnessed the national advertising of all manufacturers go more and more to the featuring of their appliance lines in complete kitchen settings. They had seen the design of appliances trend toward shapes that encouraged or made practical the unitizing of appliances in the kitchen. And with the emphasis on built-in, dealers saw more of the future of the appliance manufacturers' efforts tied in with kitchen design.

Dealers who understood the significance of this handwriting on the wall knew that only

by becoming part of the kitchen business could they share in it.

Years Ahead—for the Distributor

No one at General Electric Appliance Co., Los Angeles, claims that the kitchen dealer program is altogether an altruistic venture. GEA is in the appliance distributing business and intends to keep and increase its volume in southern California. GEA's kitchen dealer program shows that it was designed to insure the distributor's position.

When GEA management foresaw the trend of the public toward kitchen modernizing, it could see thousands of it's (and other brands') customers drifting away from the established retail appliance outlets where its promotional efforts were being spent. More and more of these customers would drift to the kitchen contractor—and it was logical to believe that many of these contractors might not include G-E appliances in the jobs. It was necessary to consider too, that some other distributor might move in with a kitchen dealer program franchising present contractors and establishing others. The GEA program was designed to get the big potential of this new market for G-E.

Another factor seems evident. During this study of the GEA program, it seemed obvious that distributor management had been looking forward from 1955 to those years ahead when a great number of its smaller appliance dealers faced a dubious future in the volume race underway in Los Angeles. By instituting the kitchen program this distributor was helping a large group of its accounts by getting them into a growth business that would keep them selling appliances for GEA at a rate equal to or better than their volume as straight appliance dealers. And the dealer would be getting into a phase of the industry promising satisfactory profit—some that he was fast losing in the appliance-only business.

MORE▶

GEA'S KITCHEN PROGRAM IS GEARED TO . . .

THE PUBLIC'S NEED for information and help in fitting appliances into its kitchens, and in modernizing the kitchens to take the new appliances. Up to 50 couples a day visit GEA'S showroom to ask help on the programs. GEA wants neighborhood dealers to handle this service.



THE DEALER'S NEED for help in meeting problems of the volume race. GEA'S program, under kitchen division manager Bruce Ellis, right, helps long-established dealers like B. L. Russell, Huntington Park, build themselves as kitchen dealer-contractors in a new service industry.



THE DISTRIBUTOR'S NEED for assurance of healthy dealer structure to move appliances makes his kitchen dealer development program important. Program is masterminded by branch manager Steve Maher, center, dealer sales manager Geo. Lloyd, left, and kitchen specialist Bruce Ellis.



How GEA Selects and Trains Kitchen

NOT every dealer is approached or accepted for part of GEA's kitchen program. There are definitely dealers that the distributor apparently does not wish involved in the complete kitchen business—particularly the large, volume-producing accounts that think in carloads and the large dealers who have potential in the volume producing race that is underway in southern California.

It seems likely that GEA believes that entry into the complete kitchen business, even as a department of the store's operation, could result in a decrease or at least a leveling of the dealer's business in units of appliance sales. The future for the volume merchant seems pretty clear to the industry in Los Angeles, and GEA does not appear to be a dissenter to the opinion.

The sought after dealers are the medium to small appliance dealers, the ones that will have to specialize soon or be gobbled up in the volume race. But not all the roster of "G-E Kitchen Contractors" comes from this large group of appliance retailers. Many of the most successful in the program never handled appliances as a franchised dealer before joining the GEA program—but they had in common some connection with kitchens.

In this category are "kitchen remodelers," plumbing contractors who specialize in re-

modeling, and building carpenters who remodel or "add extra rooms." Bruce Ellis screens the potential kitchen dealers to find the few who can qualify to become "complete kitchen-appliance dealers". To meet this qualification, the potential dealer must be adequately financed, have space for a kitchen-appliance display, be willing to learn the fundamentals of kitchen design and merchandising—or be willing to hire personnel to do it.

How Much Money

To operate as a complete kitchen dealer in a minimum status, GEA has figured it takes the dealer about \$15,000 of capital beyond what he is now using in his business.

Ellis shows the dealer that the more business he does the more important this capital will be—for the kitchen dealer's bugaboo is accounts receivable. The more cash jobs he gets, the more he will need cash—for he is going to need to pay sub-contractors and other bills, while he waits for the cash that he will get on completion.

Of this \$15,000 minimum capital (Ellis says \$20,000 is better) the dealer is advised to put no more than \$2,000 into the construction of a kitchen display, and about \$3,000 into inventory. The rest must be available for accounts receivable.

All selected dealers are expected to have a kitchen display, but as noted earlier, they are not forced into an overcostly venture. Some of the dealers in the GEA program have four complete kitchens—others have "vignettes" which display one or two kitchen appliances in a kitchen-frame—others use built-ins in a manner that suggests the complete kitchen they are now promoting. Dealers in the GEA plan can, if they wish, finance the cost of their displays through GECC with 10-percent down and 72 months for the payments.

Appliance dealers brought into the kitchen program are shown how to use the complete kitchen displays as showrooms for their appliances—thereby making their heaviest traffic, the appliance prospect, exposed to the idea of the modern kitchen as well as making them more susceptible to the displayed appliances.

Other dealers brought into the kitchen program are shown how to use their displays not only to advertise their position as a complete kitchen contractor, but to guide their primary traffic—plumbing or remodeling or supplies—into the idea of modern appliances in a modern kitchen.

In planning for and arranging the required display kitchen, the dealer has at his service the complete facilities of GEA—kitchen

GEA IS CREATING "DEALERS OF THE FUTURE" . . .



FROM SCRATCH. "Kitchen Salon" in luxurious Beverly Hilton hotel building was started by Wm. Gilbert and Geo. Ryan to sell luxury (\$8-16,000) kitchens to "Hollywood" trade, has four elaborate displays like this.



FROM APPLIANCE FIELD. Solid dealers like B. L. Russell are encouraged to become kitchen dealer-contractors while still promoting and selling appliances. Russell, right, sells about eight complete kitchens a year.

Dealers

specialist Ellis plus the engineering and design department and the appliance advice of the dealer sales department.

Building a Complete Business

Dealers coming into the program are guided to their necessary position as a one-stop source of complete kitchen (with appliances). To do this, kitchen specialist Ellis had to find a way to make sub-contractors available to every dealer accepted into the program. In doing this, he has achieved a success that possibly no other kitchen campaign can boast—*none of his dealers has ever lost a kitchen job because of the lack of any type of subcontractor.*

Ellis began his arrangement of subs by attending the regular meetings of the Los Angeles area remodeling contractors' association—speaking at one of these meetings to explain the plan and how it worked and where the sub-contractor could fit into it profitably. With this as a nucleus, Ellis has built a list of available contractors—carpenter, plumbing, electrical, plastering, tile, floor covering, painting, papering, etc.—arranged by sections of southern California.

From this list, Ellis has been able to arrange a more or less permanent arrangement between a kitchen dealer and one each of the types of subs—so that, in effect,

the dealer is working as a departmentalized, but complete operation. For other dealers, or when regular sub-contractors are not available to a particular dealer, Ellis will locate one or more sub-contractors with whom the dealer can negotiate on an individual kitchen job. In the long run, the GEA kitchen dealer is working without one of the most serious handicaps that the kitchen business has faced throughout its history—the problem of an available supply of willing sub-contractors. Either the dealer has them or he has L.U.dlow 3-6211, at the end of which Ellis can procure from a choice of many.

"The most important point, other than being able to handle the job, of having a ready and willing group of sub-contractors for the dealer is the necessity for the dealer to be able to offer the customer a 'packaged price,'" says Ellis. "That is a key point in our program. It is as important to the dealer as it is to us as appliance suppliers—the prospect must not be able to shop around with ease. With a package price, the prospect can't try for a better price on the appliances or for a lower estimate on the floor covering or the cabinet work. Over the years, much of the success of our program and the dealers who are in it will depend not only on their becoming identified as a type of business concern that offers complete kitchen service—but as much on their being able to offer and get the public to accept a 'one price' bid."

Training for the Kitchen Specialist

Each dealer who is taken into the distributor's program must be able to work intelligently with the prospect in the design of a modern kitchen, or have someone on his staff who is available to do it. Because most of the dealers do not come into the program with this ability, GEA set up a program to train them.

In the earlier days of the kitchen program,

Ellis set up classes for dealers. At these, Ellis schooled the dealers in the fundamentals of kitchen layout and design. "Texts" were multigraphed and distributed outlining the principles of kitchen planning and including several plans illustrating a "functional living plan" for the convenience minded, a "family living plan" for the family minded prospects, and a "hi-fashion plan" for the socially-minded families. Dealers and their staffs were given practice kitchens to work on under the supervision of the GEA staff.

At these meetings the dealer sales department took over to present a regular product story to the dealers on the G-E line.

In addition to kitchen layout and design, the dealers were instructed in fundamentals of home construction and briefed on the code requirements that they must follow in various Los Angeles County communities.

Today, with the kitchen program operating with about 50 dealers, similar instruction is given by the GEA staff to each new dealer and his personnel when that dealer is taken into the program.

To help dealers meet the problems of shifting personnel or the requirements of expanding business, Ellis has set up a "personnel file." This lists everyone that he knows is competent to work as a manager or a salesman of a kitchen specialty business. With due safeguards to keep it from being used for pirating personnel, Ellis uses it to locate trained men and women that dealers seek, and to help such trained personnel seek a satisfactory place in one of the kitchen dealerships. Besides routine job placement, Ellis' work has helped one dealer who decided to go out of business find an excellent job as manager for another kitchen dealer. And in reverse, it has helped one manager find a going kitchen business.

MORE ▶



FROM KITCHEN FIELD. Cabinet installers, remodeling contractors, others in kitchen business are taken into GEA program. Cal Wright, left, Trisco Kitchen Sales, Pasadena, specialized in cabinets, now has full appliance line.



FROM PLUMBING & ELECTRICAL. L. M. Hamm, right, Alhambra plumber, was big "blue flame" dealer, until approached by GEA's Ellis. Now Hamm handles complete kitchens, kitchen specialist Fred Hartman managing.



PROSPECT visiting GEA'S 18-kitchen showroom at suggestion of dealer gets professional help of specialist Dorothy Treiman, left, and others. She'll see each of G-E's 17 major models in kitchen settings.



VARIETY OF GEA's displays, and use of materials from 40 manufacturers, enables prospect to choose exactly to suit her needs. Specialist Treiman helps by offering variety of suggestions, rough sketches.

How GEA Helps Dealers Get Kitchen Business

SHREWD observers of what had happened to kitchen selling efforts in the past, GEA's management was not to be caught short on one important point—promotional support of the dealers who joined their program. Maybe, some Los Angeles observers feel, that was the crucial point in the program. In the past, too many kitchen contractors there had been talked into an appliance inventory, too many appliance dealers into a cabinet display, and then left holding a bag that contained too few prospects.

One distributor, competitor of GEA in Los Angeles, has this lunch-time comment to make "... when Steve Maher started that advertising campaign, I knew that he meant business with that kitchen deal, darn him."

The GEA-LA kitchen dealer program was born publicly on May 11, 1956 at a dinner when GEA hosted 30 dealers and their wives. These were the dealers who had been selected as the best immediate prospects for the roster of G-E Kitchen-Dealer Contractors.

At this meeting, GEA showed the dealers: (1) how the dealer would get underway with the program; (2) how the customers would be able to afford the goods and services; and (3) what GEA would do to back up the dealers who joined in the program.

With a demonstration, Bruce Ellis showed the dealers how they would remodel their display floors to create a medium for the future selling of appliances through the "kitchen concept" and the building of complete kitchen business as an outgrowth of appliance selling.

Then, the first public announcement of

the nationwide GECC financing plan was made, with explanations of how this five year plan which includes free standing appliances, could break the present financing bottleneck in kitchen and multiple-appliance selling.

What proved to be one of the most important parts of the program, in the long run, was the announcement that GEA would back up these kitchen dealers and their efforts with a \$25,000 advertising campaign sponsored wholly by the distributor.

2,100 Live Leads

Most of this budget was spent in a 3-page full color advertisement that ran at regular intervals in the Sunday magazine sections of the Los Angeles Times and Examiner, and supplemented by copy run in the southwestern edition of Sunset Magazine.

Keyed to the offer of "complete kitchens", the advertisement featured the availability of a new merchant, the "G-E Kitchen Dealer-contractor." Into a field that had plenty of "incomplete kitchen dealers" and a spattering of suede shoe operators, the advertisement brought to kitchen remodeling the official backing of a nationally known brand of appliances.

Even the optimists at GEA were a little startled by the public's response to such an approach to kitchen remodeling.

During the six months since the first advertisement was published, 2,100 coupons have been mailed to GEA asking for a dealer to call at the home to "... make a prelim-

inary plan, and estimate the cost, of a modern G-E kitchen. . . ."

The coupons came to kitchen specialist Bruce Ellis who forwarded them to the kitchen dealer closest to the inquiry. For some dealers these leads became the lifeblood of their business. One dealer went into the kitchen business and built his concern to a comfortable volume by just following the GEA leads and eventually the referrals that came from his jobs. For another, longer established dealer, the leads were too much—soon he asked Ellis to stop sending the leads, he was booked so far ahead on kitchen remodeling jobs that he could neither take time to follow the leads or offer service if the prospect wanted him to do a kitchen.

Ellis has used the coupons to help GEA chart its course in the kitchen dealer program too. During the early days, he made regular follow-ups on each dealer to determine the results of the leads. From this he was able to determine not only to what extent the leads were producing business for the dealers, but also to what extent each dealer was taking his part in the program. Obviously, he found that certain dealers hadn't bothered to follow up the leads given them. Those who had followed had closed a profitable percentage of business either in complete kitchens or in appliances for those who decided to wait before remodeling.

By charting the location of each lead, Ellis was able over a period of time to develop a very accurate picture of what areas in the sprawling Los Angeles basin were proving the best markets for kitchen remodel-

ing. With that chart as a basis, he started on the present phase of the campaign, seeking kitchen dealers in selected areas so that GEA will have a kitchen dealer-contractor operating within easy shopping distance of every section where remodeling business is shown to originate.

Distributor Sets the Pace

A considerable degree of the success of GEA and its dealers in developing kitchen business may be credited to use of the 18-kitchen showroom pictured in the beginning of this article.

GEA put in this elaborate display in May 1956. Behind the display idea, and justifying its cost, says GEA management, was the need for this distributor to lead the way in promoting "the kitchen concept of appliance merchandising". As such, the displays have several purposes:

The display room creates an atmosphere and the displays a backdrop for normal merchandising of appliances through dealers—providing a startling, dramatic presentation of the G-E majors in a manner bound to influence many dealers to get away from the static presentation of their appliances in straight lines along the floor. In the long run, this method by the distributor of displaying the line may have a profound effect on all G-E retail displays in southern California—and for those who wish to guess, the type of display may not be too many years ahead for all G-E wholesale and retail outlets across the country.

But it is for the small group of dealers joined in the kitchen program that the displays are returning immediate business. In the first place, the display room is being used to urge dealers into the kitchen program. Ellis brings prospective as well as newly acquired kitchen dealers the variety, versatility and sales appeal of kitchen displays. At the same time it gives Ellis a chance to show diversity of materials—those of 40 manufacturers—that have been used in the displays, and which the complete kitchen dealer can use in tailoring a kitchen to his customer's needs.

Then, while the kitchen dealer is at work, the 18 kitchens are working for him. It may be at his request—the dealer can send a prospective kitchen buyer to GEA to get ideas on the type and size kitchen that will fit their needs and what appliances can be selected to go into the new kitchen. These prospects register at the desk, indicating the dealer that sent them. If they wish assistance in looking around they may have it from the staff, or they may "browse". Ellis' staff will send a note to the dealer advising him that his prospects made the visit to the showroom.

Of the 20 to 50 couples that visit the display room daily, not all are sent by a dealer. Some just show up, apparently having heard about the displays from friends. And as evidence of the interest these visitors must have in kitchens and kitchen appliances is the distance they must travel—General Electric Appliance Co.'s new building is located in an industrial-wholesale section near Vernon, centrally located about as far as possible from the residential areas producing most of



GROUP PROMOTIONS can be held by dealers in GEA's 130-seat auditorium. Above, Long Beach dealer Bill Eastman, left, distributes door prizes after January 22 meeting for women's club that produced \$10,000 in business for Eastman.



ORGANIZATION through help of GEA staff puts dealer's prospects through smooth and pleasant routine. They register at door on entering, get G-E literature and a small gift which is imprinted with dealer's name on leaving.



PERSONAL TOUCH is kept throughout dealer sponsored meeting, with GEA professionals handling the program but always in name of the dealer. Program is split with coffee break where Eastman joins his prospects for a chat.

MORE▶



EXPOSURE to 17 kitchen displays is equally effective with whole auditorium program in building business for dealer. After meeting, Eastman's group stay around one hour, get his help in kitchens displays like above.

THEY DESIGNED A KITCHEN PROGRAM (continued)

the kitchen remodeling business.

Whether kitchen-appliance prospects are sent in or come in, they get the red carpet service from the staff. Kitchen specialist Dorothy Treiman maintains a desk in the display area. From her, prospects can get a guided tour of the displays if they're "just looking," or they can get several kitchen layouts from her sketch pad if they're to that point of decision. From her the prospects can get advice and see samples of the many materials that tie-in with the kitchens. If they have come in on their own, they can get the name of the kitchen dealer nearest their home for further help—and the order, it is hoped.

Special Promotions

The massive display of kitchens serves another promotional purpose for kitchen-appliance dealers because of the 130-seat auditorium that the new building contains. Of course, it puts the "kitchen concept" of

appliance selling in front of all dealers when they come in for the regular routine of product showings and sales meetings, but it is used for two other types of special promotions:

Industry groups are invited there for meetings—their own or GEA sponsored. One of the regular meetings of the American Institute of Architects was held there under sponsorship of the kitchen program. Cocktails and a buffet were provided prior to the meeting. No special program was offered by GEA but the chance for all the architects and their wives from the Los Angeles area to see and study the kitchen displays served the purpose. Similar use of the displays and auditorium was made by Ellis in holding an open house for more than a thousand building contractors.

Kitchen dealers and other G-E dealers are encouraged and helped to use the distributor's facilities to put on special events for their customers. Most successful has been

for dealers to arrange with local organizations—service clubs, charity and church groups, etc.—to visit the auditorium for a demonstration of modern kitchens or a product showing of appliances. In the manner used successfully in many sections of the country, the service or charity group is offered 50¢ a head for those who show—with the dealer putting up 25¢ and the distributor the balance.

How one of these special events was held at GEA may be seen in the accompanying picture coverage by *ELECTRICAL MERCHANDISING* of a meeting for the Long Beach Assistance League, a group of women interested in raising money for a girls club. The meeting was arranged by Bill Eastman, owner of A-1 Appliances, Long Beach.

How well this meeting worked out serves as a fitting close to this article about a distributor's "colossal kitchen caper". By the time the last women had left GEA, Eastman had appointments to estimate three complete kitchen remodeling jobs. *End*

TIE-IN between product story which is emphasized and the kitchen story which is suggested comes with GEA specialists helping Eastman show group around to see application of appliances to modern kitchen design.



When Selling Kitchens . . . Plan for a Fan

By ANNA A. NOONE

Maybe your customers think a kitchen exhaust fan is primarily for ventilation, but you know better. Here are the types and accessories available and what they'll do

IN planning to sell, install, or supervise the installation of kitchen exhaust fans in your community, one of the first requisites, if your ultimate goal is to build satisfied customers, is to understand that kitchen exhaust fans are designed primarily to trap and exhaust greasy vapors, smoke and fumes, and other cooking odors at the point where they originate (the range) and carry them quickly and efficiently away through ducts to the outside.

While these exhaust units are loosely referred to as kitchen ventilating fans, actually, they do only a limited amount of ventilating over and above carrying away the offensive by-products of cooking before they settle on the walls and furnishings and generally pollute the atmosphere. Where any great amount of circulation of ventilated, cool air is desired in the entire kitchen area, other fans such as reversible window fans of adequate size should be recommended as additional equipment.

Where the budget permits one fan only—an exhaust fan—then provision for fresh air circulation should be made by arranging to locate a window within reasonable distance from the kitchen exhaust fan where a mild draft of air can be set in motion when the exhaust fan is in use.

For built-in kitchen installations where the oven is located at one end of the room and surface units are placed some distance away from the oven, if only one exhaust fan is planned, it is better to locate it over the oven, for it is in oven cooking, where baking, roasting and broiling is done, that most of the fumes and grease originate.

Until recently kitchen exhaust fans fell into two general classifications: those that are installed in the ceiling and those installed in walls. Fan blades in these units usually are eight or ten inches in size, and capacities range from 300 to 600 cfm at zero pressure. (Ventilating fan experts say this is a truer measure than free air cfm ratings.)

Many of the 1957 models have back draft dampers; gravity closing outside doors or shutters. Some have manually operated pull chain or spring operated doors or shutters as outside closures. Others have units that close automatically.

A wide variety of accessories are available to meet the many installation needs. They include outside wall caps; horizontal and vertical elbows; eave caps; roof jacks; filters; round, square and rectangular ducting in a wide variety of sizes. It's important to understand the proper selection and use of these various parts and accessories. For instance, in installing any type exhaust fan for roof-type discharge it is important to determine where to locate the outside closure in relation to prevailing winds in the neighborhood.

Ease of cleaning an exhaust fan unit is another consideration when making recommendations. The moisture laden air, fumes and grease carried through these units leave a gummy deposit on fan blades and grille interiors. Therefore ease of cleaning inside the grille is important. To facilitate such cleaning many models have grilles that snap-on-and-off—or thumb-screw fastenings that make it relatively simple to get at the blades for cleaning.

In the past few years there has been a growing trend toward range-hood type units designed for location immediately above the range. In many of these units ducting is carried up through kitchen cabinets into soffits and the air is then carried out through the ceiling or deflected along upper walls to a side-wall discharge opening. Early range-hood models combined cabinets and hoods; others came with hoods separate and a choice of exhaust fan to be installed separately. Newest models are offered as integral units which combine hoods with factory-installed fans and recessed lights, with pushbutton controls conveniently located on the front of the hood. Where hoods are provided separately, they come with knockouts in the tops for round or rectangular-type fan installations.

Some of the new hoods tilt for easy cleaning. Others are designed to use no cabinet space for the fan unit. We are told there is a trend away from ducting through kitchen cabinets.

A great deal of attention is being placed upon decor in these units. It is possible to select a hood that will blend with any kitchen color scheme or period design. Copper, coppertone, anodized copper, and stainless steel are popular materials. Pastel enamel finishes are also available in a variety of shades. Scalloped edges are abundant. Some of these edges are available separately as accessories, and can be affixed to the hood edge without great effort. Sides tend to be rounded and tapered off to permit adjacent wall cabinets to open out full swing without coming into contact with hood sides.

There's also a reported trend to more power; twin blowers capable of moving greater quantities of air are available for wall, ceiling and hood installations.

Very newest in range-hood units is an electrically operated catalytic device that requires no ducts, vents or outside louvers. The hood unit consists of an aluminum grease trap plus an activated charcoal filter that traps and burns up grease, odors, etc., right at the source.

Checklist of Fan Features

THE FOLLOWING CHECKLIST of leading kitchen exhaust manufacturers and their various models with outstanding features is not complete. Most manufacturers have so many models and such a variety of features that in the space available it is not possible to list each model and features in its entirety.

CHECKLIST OF 1957 KITCHEN EXHAUST FAN DATA

GENERAL SPECIFICATIONS

RANGE HOOD FEATURES

| Company & Trade Name | No. Models Available | Types Available | Size | CFM Exhaust | Outside Shutter & Other Closure Data | Back-Draft Damper | Type Grill Fastening | Range Hood Sizes | Hood Assemblies Available | Hood Finishes | Light | Controls Type and Location | Cabinet and Other Data |
|--|----------------------|---|---|---|---|---------------------|--|-------------------------------------|--|---|-------------------------------|---|---|
| AMERICAN BLOWER "Aeropal" | 1 | wall | 8-in. propeller | 400 free air | single leaf pull chain | no | machine screw | — | — | — | — | — | — |
| BERNS AIR KING "Air King" | 8 basic (37 models) | ceiling; wall; interchangeable; twin-blower; range hoods | 8-in. propeller; twin blower 3 7/8-in. | 425 525 600 free air | aluminum; counter-balanced gravity close; pull chain or spring close; electric door | yes | snap-on-and-off | 30-36-42 in. | all types; hood only with fan separate; also fan integral with hood | white; copper-tone; anodized-copper; stainless | yes | 3-speed pushbutton for light & fan hood front | cutout top for twin blower and circular fan for thru-ceiling discharge; solid top fan mounted in splash plate or wall. |
| BROAN MFG. CO. | 13 basic (31 models) | ceiling; wall; interchangeable; twin blower for ceiling or soffit; range hood | 6, 8, 9, 10, 12 in. propeller; twin blower wheels 2 1/2 x 5 1/2-in. | from 100 to 600 free air | wall models have pull-chain or "Motordor"; twin-blower has spring loaded damper or "Motordor" | yes; ceiling models | thumb screw; 11 have 4 screws; 1 has snap-on-off | 30-36-39-42-48 | all hoods come with out fans; choice of 3 fans in 4 models | stainless copper-tone white also scalloped edge | twin counter light all models | 3-speed pushbutton hood front | circular and rectangular knock-outs; contour rounded ends |
| CHELSEA "Power Vent" | 10 basic (39 models) | ceiling; wall; range hood | 8 & 10 in. propeller; 1-5 in. blower | 325-650 175-310 170-300 320-675 | automatic door; all weather hood; pull chain or wall switch operating | yes in 3 series | thumb screw | 24 to 42 | deluxe blower or standard for ceiling or wall fans | stainless copper | yes | pushbutton | sweep back sides, rounded ends; dual knockouts either side |
| DUCTLESS HOOD* | 2 | range hood | Specialty impellers and motor | designed and motor | aluminum grease trap and activated charcoal filters | — | — | 24, 30, 36, 39, 40, 42, and 48 in. | self-contained unit; attaches to cabinet over range; or direct to wall; no cabinet necessary | 7 decorator colors | yes | 4-cycle switch for light & motor control | 24 and 30 in. models have straight sides, others are tapered |
| EMERSON-ELECTRIC | 5 | 2 ceiling; 2 wall; 1 interchangeable | 8 and 10 in. propeller | 700 and 800 free air | door, pull chain shutter, or automatic shutter | yes 4 models | knob and thumb nuts | — | — | — | — | — | — |
| FASCO | 17 | 3 ceiling-wall; 6 wall only; 4 ceiling only; 1 cabinet; 2 range hood | 7, 8 and 10 in. impeller | 100 to 1250 free air | pull chain door; also wall switch | yes | thumb screw | adjustable from 30 to 42 in. | thru cabinet; cabinet type model; also power-hood self-contained fan & hood | white stainless copper-tone | yes | 3-speed pushbutton hood top | suitable for straight thru the wall; ducted in wall thru roof or eave; ducted thru cabinet to room or eaves; adjustable removable grease tray; beveled front and ends |
| HUNTER DIV. ROBBINS & MYERS, INC. "R & M Hunter" | 1 | range-hood | twin-blower wheels | 300 pressure | — | — | thumb screw | 30, 36, 42 and 48 odd lengths extra | hood with separate fan | white enamel copper-tone stainless | yes | built-in slide switch | for ceiling or cabinet installation; ventilator mounts anywhere in cabinet; vents horizontally or vertically; blower & filter easily removed for cleaning |
| KOOL AIR ENGINEERING "Attifan" | 3 | ceiling | 3 1/2 in. and 7 in. blowers 11 in. impeller | 300, 440 and 700 | screw | — | screw | — | — | — | — | — | — |
| MARVIN "Marce" | 12 basic (41 models) | 8 ceiling; 12 wall; 3 blower; 6 range hood; 12 combo-fan-hood | 8 and 10 in. blowers; 8 and 10 in. propellers | blower 400 pressure; propeller 725 free air; combo 700 free air | pull chain or "auto-door" all-weather outside hood with wall switch or pull chain | yes | — | 24, 30, 36, or 42 | "Power-Vent" comes self-contained fan & hood; regular hoods in deluxe & standard | copper-tone stainless | yes | toggle or pushbutton; hood front | rounded ends; left and right round knockouts; solid top hood for wall fan installation |
| NORRIS-THERMADOR | 2 | ceiling, or wall; interchangeable | 9 and 11 in. propeller | — | motor operated shutter | yes | thumb screw | — | — | — | — | — | — |
| NUTONE | 8 basic | 5 ceiling; 4 wall; 1 twin-blower; 3 range hoods series | 8 and 10 in. propeller | 600, 1100, 400 blowers | pull chain; flutter-proof automatic shutter | yes ceiling | thumb screw | 24, 30, 36 and 42 | hoods with factory installed fans; housing uses no cabinet space | white or copper enamel; anodized alum. or copper; stainless; ribbed copper enamel | yes | pushbutton | angled corners; scalloped edges; hoods with knockout or solid top for wall or twin blower installation |

*Catalytic device uses activated charcoal—no ducts, no vents, no louvers

| PERFECT LINE | | | | | | | | | | | | | |
|--|-------------------------|---|---|---|--|---------------------------------------|---------------------------------------|--|---|---|------------------------|---|---|
| | 6 | ceiling; wall; range-hood | 8 and 10 in. impeller | 400 and 600 | hood covered shutter; pull chain closure | yes | knurled screw | 24, 30, 36, 42 and 48 | hoods with sep- arate fan installation | white bronze aluminum | yes | | — |
| PROGRESS "Progress" | 12 basic (41 models) | 8 ceiling; 12 wall; 3 blower; 6 range hood; 12 combo-fan- hood | 8 and 10 in. blowers; 8 and 10 in. propellers | blower 400 pressure; propeller; 725 free air; combo 700 free air | pull chain or "auto-door"; all-weather outside hood with wall switch or pull chain | yes | — | 24, 30, 36, or 42 | "Power-Vent" comes self-contained fan & hood; reg- ular hoods in deluxe & standard | coppertone stainless | yes | toggle or pushbutton; hood front | rounded ends; left and right round knockouts; also solid top hood for wall fan installation |
| PRYNE | 14 basic | 10 ceiling; 4 wall; 6 range hood | 8 and 10 in. propeller; single & double blowers | 700 to 1100 free air | hood covered; gravity closure | yes | center knob | 30-36-39- 42-48 | all types, hood only, fan separate; also hood & fan as inte- gral unit; also solid tops | coppertized stainless white | yes | hood front | tapered ends; some hoods tilt for easy cleaning; scallop trim easy to attach |
| SIGNAL | 2 | ceiling; wall | 10 in. propeller; 8 in. blower | 500 | yes, gravity | yes | snap on | — | — | — | — | — | — |
| STEWART INDUSTRIES "Kitchen-Aire" | 5 basic | 2 ceiling*; 3 wall; 2 range hood | 6 and 7 in. round impeller fans; 8 in. propeller | 550 to 1100 at zero pressure | automatic back draft damper | yes | screw | 24-30-33-36- 39-40-42- 48 in. | fans and hoods separate | hammered black, copper, chrome or Swedish iron; brushed copper; stainless | yes | toggle | tapered ends; scallops optional; 3, & 6 in. knockouts |
| STANTHONY | 3 | range hoods only | — | 500 and 300 zero pressure | — | yes | contained in housing slide- out | 24 to 30 in. 36 to 42 in. 48 | self-contained hous- ing blower, light & switch under hood with filter | copper, an- tique copper, silver, an- tique silver, white and colors | yes | 2-speed switch pushbutton; 3-position switch | tapered ends; deluxe model has clock |
| TRADE-WIND Motors | 5 | ceiling; range hood | — | 55, 300, 425 | automatic | yes | thumb screw | 30-36-39- 42-48 | all types; hoods & fans separate and 1 self-contained hood and fan unit | copper, stainless, antique copper, self-contained unit satin chrome & coppertone enamel | yes 1 model | single speed | — |
| UNIVERSAL "Range-Ventor" "Kitchen-Ventor" "Ceil-N-Ventor" | 9 | ceiling; wall; range hood | 8 and 10 in. | 500 — 700 free air | — | yes | — | 42-47 and 54 | self-contained hood and fan | white enamel stainless | yes | built-in switch | — |
| VENT-A-HOOD | 6 | range hood | 8 in. propeller; blower models 5x3½; also dual 5x3½ and 6x3½ | 200 300 570 600 | — | yes | — | 30 to 48 42 to 72 20 to 48 30 to 60 42 to 84 20 to 72 | all but one self-contained hood & fan units | 7 standard finishes | yes all models | toggle switch or pushbutton | — |
| VICTOR | 30 | 4 ceiling series; 6 wall series; 1 comb. ceiling & wall series; range hood series | 8 and 10 in. impeller and propeller | 550 and 700 free air | hinged door, automatic damper, or none; pull chain or spring loaded | some models accessory in others | grille knob | 24, 30, 36, 39, 42 and 48 | range hood available with or without im- peller or propeller fan, with or without light | enamel coppertone stainless | optional all models | — | — |
| WEST WIND | 5 | ceiling and wall | 9 in. propeller; 2 5 in. blowers | 500 & 550; 320 net | automatic; gravity; 3 have doors | yes 1 model | spring clips | — | — | — | — | — | — |
| WESTINGHOUSE | 3 | 1 ceiling, 2 wall | 8 and 10 in. propeller | 300 and 400 pressure | insulated door pull chain operated | yes, as accessory, 1 model | snap on and off also 2 screws | — | — | — | — | — | — |

*units are not built-in but mounted through to outside of house in most instances



John Ulrich of Ridgewood, N. J., didn't have much luck selling kitchens from his appliance store. Today's kitchen volume of \$200,000 proved that, for him,

Kitchens Sell Best from an Annex

By JOHN DECKER

Kitchen merchandising

ADVANTAGES of a kitchen annex are two: First, most people who come to the kitchen annex are already partially qualified prospects. Second, all the discussion and selling are centered around kitchens. There are no single-unit distractions.



JOHN Ulrich, co-owner with Harold Forrest of Ulrich's Inc., in Ridgewood, N. J., is an appliance dealer who believes in the future of the kitchen remodeling business. Furthermore he is making both it and a companion appliance business pay off to the heartening tune of nearly \$700,000 annually in a community which is surrounded by competing enterprises and discount operations.

Ridgewood, in northern Jersey's Bergen County enjoys two advantages which should prove tailor-made for both of Ulrich's operations. First, per capita income of family groups in the immediate area ranks among the highest in the state, and well above the national level. Secondly, and equally important from the sales standpoint, it lies at almost the exact hub of a continually expanding commuter area just north of the George Washington Bridge, and hard by heavily traveled US Routes 4 and 17.

Surprisingly, both of these seemingly advantageous factors have brought with them the seeds of trouble for Ulrich's appliance operation. Income is derived mostly from heads of families whose working hours in New

York City have made them long aware of the discount operator, and where many of them will shop to the exclusion of the home town merchant. What's more, major arterial highways in the area have become increasingly studded with branches of these city discount operations, whose prices and Sunday openings are continuing gadflies in the side of long established merchants like Ulrich. And it is precisely these two factors which have made John thankful for a "bread and butter" kitchen business which turns out about 150 major remodeling jobs annually, 40 percent of which are in the \$4- to \$5,000 class.

An Old Story

Way back in 1948 when Ulrich was first toying with the idea of kitchen remodeling not many dealers in the area had hit upon the same idea.

"Naturally there were some local cabinet-makers and carpenters who were willing to take on remodeling work but by and large, the local appliance dealers just weren't set up to handle the work. Our first kindling of interest began when it became evident

that here was a virtually untapped field in Ridgewood.

"In addition," according to Ulrich, the continuing emphasis on kitchen remodeling in the postwar consumer magazines was bringing more and more queries from the appliance prospect who visited our store."

One important factor in Ulrich's early thinking tied in with the fact that Ridgewood had been a highly regarded commuter town as far back as the turn of the century when suburban living was restricted to families whose way of life was considerably above the average. This meant that at the very start of their kitchen venture Ulrich had a tremendous backlog of houses whose kitchens, while completely in keeping with the decorating convictions of that earlier period were out of stride with today's way of living.

"This was our reserve, and as it's turned out, it has been a good peg on which to hang our remodeling business," continues Ulrich. "Sure, you can sell an occasional remodeling job in an area where the majority of houses are of fairly recent vintage, but it takes a community like ours where there

(Continued on page 126)

Shuttle to Kitchen Sales . . .



BEGINS when owner John Ulrich finds that an appliance prospect in his appliance store can be interested in a new kitchen to go with a refrigerator . . . picks up speed as an Ulrich salesman bundles her into his car for a ride to the firm's two-story kitchen annex five blocks away . . .



AND ENDS as co-owner Harold Forrest greets her at the door and takes over to show her the five display kitchens (two wood, three steel) in the company owned building and to explain the competitive features of each brand. Later he will visit her home to make sketches and close the sale.



Builders Buy His Built-Ins



BECAUSE...he warehouses free until units are needed...

Wesley Edmondson sells \$375,000 worth of built-ins a year to Houston, Texas, builders. The extra services he provides are the reason he makes a 23 percent gross profit

By FRED A. GREENE

SALES to builders are regarded by most appliance dealers—when they can make such sales at all—as one part of their business on which they don't make much money. That's why it's startling when Wesley Edmondson of Houston, Texas, says, "Anyone who is thinking about selling built-ins had better forget the price argument. It's a business that takes time to develop and requires a reasonable profit. My success is based on offering the builder services he cannot get and often needs from distributors or dealers who sell price without service. As a result, I've found built-ins to be a plus business and my efforts with

them have helped me sell other appliances as well."

In 1956, Wesley Edmondson Co. sold \$375,000 worth of built-in equipment. His gross profit was approximately 23 percent. The store's volume in other appliances amounted to nearly \$400,000 and Edmondson believes a good part of it came from sales to persons with new homes in which his built-ins were placed.

No Builder Headaches

Basically, the store's program is to supply the builder trade with built-in appliances while eliminating such commonplace builder

headaches as warehousing, financing and service.

"The builder has enough problems in relation to the home's overall construction. In addition to solving his supply and service worries, we endeavor to work with the home owner in the selection of appliances," Edmondson points out.

The first step is to search out records of new construction. The Dodge Reports furnish the bulk of information. Frequent contacts with builders, architects and even store customers often can be counted on to provide the store with leads on proposed construction.

When information about a new home is received, Richard Bentley, the store's built-in specialist, contacts the builder. He first shows him a brochure on the features of the General Electric line which the store carries. Next, the builder is told about Edmondson's services.

"One of the builder's major headaches is warehousing of equipment until needed

for installation. We point out that many distributors will sell large orders direct to builders, but when they buy that way they are faced with two problems: what to do about warehousing and how to pay for a carload shipment.

"If a builder needs, for example, 50 dishwashers, 50 ranges, 50 disposers and 50 refrigerators we point out that we can offer him a discount, warehouse the appliances and the builder pays only as he withdraws units for installation," Bentley says.

The builder also is assured that Wesley Edmondson Co. will give prompt, efficient service on all appliances sold in addition to checking out the installation before the home is occupied and then following up with demonstrations for the home owner. Also, the store will arrange for further demonstrations by Houston Lighting & Power Co. home economists.

Financing Arrangements

As for financing, Bentley tells builders that the store will finance appliance sales beyond the 10 days net usually required by distributors, often as long as 60 days to give builders a chance to sell their homes. In this connection, Edmondson points out that if a builder does default, the store is not in the hole for a big shipment since builders would prefer to warehouse and pull out units only as homes go up. Consequently, if a builder doesn't pay up within a reasonable time, Edmondson is not stuck for a big delivery nor does he have the expense of returning the merchandise to his warehouse.

The Houston dealer also hastens to add that before any dealer follows his financing

program he'd better be in a position to extend credit to builders beyond the 10 days net period. Build up your business on the strength of other services, he advises, before going into this phase of builder sales. It may take a few years, but it will keep you solvent in the long run.

How does the store give builders a discount and still retain a 23 percent gross profit?

"First we get the benefit of a carload discount. Second, we do not install units. The builder does this. As a result, there is no overhead for unpacking, crating or installation on my part. When a shipment comes into the warehouse, I merely stack it up until the builder calls for it. I deliver the appliances to the homesite and builders do their own uncrating. If a unit is found faulty on uncrating, I replace it immediately," Edmondson says.

The same prices per unit and the same services are available to builders of custom homes.

"If you start offering special deals for project builders you might lose the business of a builder of a custom home who soon may be involved in speculative projects. It's true, of course, that a project builder may buy cheaper direct from distributors, but he's not going to get the services I offer. And since I do offer them, there's no reason why I shouldn't get a better price," he stresses.

Although contacts with home owners are not as frequent prior to installation when he deals with project builders, Edmondson finds that he must work closely with home owners when it comes to custom building.

"Usually," remarks Bentley, "we call on

the home owner at the same time we contact the builder. In such a way, the problem of kitchen appliances is eliminated from the builder's mind. We assist the home owner in selecting appliances that will properly fit into the plans. Although we do not plan kitchens as such, we provide suggestions and brochures which will aid in planning."

Builders Place Orders

If the builder is left with the problem of built-ins, he suggests the home owner visit Edmondson's store, select appliances and tell him what he wants. Builders then order.

Edmondson shies away from quoting prices to home owners. If they ask, he refers them to their builder and suggests he may be able to save them money. As a result, Edmondson adds, builders appreciate the chance to either make a profit on built-in sales or do their clients a favor by giving them all or part of his discount.

If a home owner or builder wants appliances other than built-ins, such as automatic washers and dryers, to go into a new home, Edmondson will discount about five percent from list price—generally the amount he saves through carload purchases for both his builder and general appliance business. If closeout or promotional models are preferred, no discount is given.

Liaison With Architects

The store maintains close liaison with architects by frequently sending them any new or changed specifications on G-E products. This helps them to assist clients in planning their kitchens. In return, architects suggest clients visit the store to select their appliances.

(Continued on page 130)

...he makes a post-installation check-up



...he shows house buyers how to use them





Kitchen
merchandising

ONE DISPOSER FOUR SINKS

**That's the ratio
attained by Harold Cohen and his brother Melvin at Somerville Lumber
& Supply. In five months their method has produced 65 disposer sales**

By BILL McGUIRE

TO Melvin and Harold Cohen, brother-operators of Somerville (Mass.) Lumber and Supply, selling a sink without pressing for an accompanying disposer sale is missing one of the best bets in their business. So instead of taking time out for back-patting after chalking up a sink sale, the brothers Cohen and their salesmen keep on selling until they write up a disposer to go in the sink, or at least know the reason why. Sixty out of 65 disposer sales made in a five month period resulted from this approach.

At the outset, disposer takes a back seat to sink, since the big ticket hangs on the latter. If possible, the sink sale is opened, worked and closed without a single word about waste disposers. Moreover, the firm never displays sinks and disposers together.

Says Harold Cohen, "We want both the salesman and the prospect to concentrate on

the sink alone, because that's where the big profit is."

As the sink order is written, the first phase of what the Cohens consider the complete sale is ended. The second phase opens immediately with the introduction of the waste disposer. So supremely logical is the combination of sink and disposer that the former serves as a perfect wedge for the latter, making it possible to sell disposers with very little added effort.

"Is it smart," asks Melvin Cohen, "to spend two or three hundred dollars for a new deluxe sink, and then go right on getting rid of garbage the way grandma did 50 years ago? The prospect doesn't live who can answer yes to that one. He's got to admit that buying a disposer with a sink is at least sensible.

"With that, he lands on your side of the fence. Maybe you can sell him, and maybe

you can't—but you've set him up perfectly in less than a minute."

As disposer prospects, the Cohens' sink buyers fall into three categories. First, there are those who have cesspools or septic tanks. Unless the pools or tanks are known to be especially large or located in fast-draining sandy or gravelly soil, these people are dismissed as disposer prospects. To sell them, the Cohens believe, would be unwise—an invitation to customer dissatisfaction.

In the second group are the price-shopping sink buyers. These, say the Cohens, are on the prowl for "specials" from the word go. They'll snap up \$59 sinks by the truckload, but getting them to all but match that outlay for a disposer is a horse of another color.

"A lot of these people can't be sold," Harold Cohen remarks, "because they just don't have the money. But others price-shop

for the thrill of making a 'good buy,' and they're duck soup for a disposer, as long as the price is 'right' on that, too."

Finally, there are those who want and can afford quality in at least some degree, who recognize convenience and utility when they see them, and who aren't averse to saving dollars in the bargain. From these come most of Somerville Lumber & Supply Company's disposer buyers. Some know nothing about disposers. Many are familiar with them, from ads in major "home" magazines or through friends who are owners. But those who are completely pre-sold and who drop in just to buy are outnumbered by flying elephants, the Cohens say. Every prospect has to be sold.

Pitch Plus Price

Most of them react favorably to the classic disposer pitch of no more garbage reposing on the sink between trips to the back yard which must be taken, rain, snow or shine; no more garbage pail to cause odors in summer, to be tipped over by foraging dogs, to be cleaned every couple of weeks, to be replaced every two or three years. Sales points like these, built on sanitation and convenience, can be extremely potent, especially when discharged broadside at the unhappy person, be it husband or wife, to whose lot garbage disposal falls.

"Most of them like our pitch," Melvin says, "and all of them like our price. And any time you can create or intensify a desire and offer a good price, too, you're headed for a sale."

Somerville Lumber & Supply will sell any sink customer a disposer for \$49.50, (list price: \$79.95) on a "special buy to which your sink purchase entitles you" basis. Most customers find it tough to resist a chance to save \$30 in this situation.

At this point, though, installation generally pops into the prospect's mind. What will it cost to have the disposer put in?

"A very few dollars," answers the Somerville Lumber salesman, "as far as extra plumbing is concerned, providing you have sink and disposer installed at the same time. Wiring the disposer will cost about \$15 if you have an electrical contractor do it."

Some balk at the thought of paying even roughly \$20 to have a disposer installed. To them goes the word that a disposer bought singly would cost \$59.95 there at Somerville Lumber, and that its installation in an existing sink could run between \$30 and \$40. Together, these "penalties" can be shown to equal the cost of the disposer when bought as a companion to a sink. This often ices the sale.

No Installation Headache

The supply company's salesmen will enter the subject of installation no further than they have to in order to make sales, preferring to remain aloof from all detailed plumber-customer relations. Plumbers, the Cohens find, have highly sensitive toes on which it doesn't pay to step. So the firm's sales staff pitches hard to close while the customer's still in the store, before the initial plumber-customer contact can be established.

"How can we tell," Melvin Cohen asks, "what the installation charge will be—what problems the plumber may run into? That's strictly his business, not ours. We won't give a firm price on any installation. All we can do is complete the sale and then, if the customer asks, refer a plumber."

Plumbers, he adds, like this procedure because it gives them good leads and cuts their wild-goose chasing time. Somerville Lumber likes it because it prevents their sales from being killed by high pre-sale installation estimates.

How well do disposers lend themselves to the Cohens' operation? "Beautifully," Harold says. "Everything we stock should sell as cleanly and as easily."

Every \$79.95-list disposer sold by the company at \$49.95 represents a markup of about 20 percent, and very nearly all of that is profit. Though Somerville Lumber keeps 20 or 30 of the light, compact units in stock, the space they occupy is negligible. Delivery is not a factor, since disposers almost always leave the store under the arms of their buyers.

With their departure, the company's connection with the sale is all but severed, except for favorable radiation from it, often adding up to more sales. Service for the warranty year is handled by the supply firm's sink and disposer distributor. This, in contrast to the television dealer who takes a \$15 markup on a single low-end sale, shoulders service responsibility for the set, and runs the very real risk of selling customer dissatisfaction along with the low-end merchandise.

Disposer Gets List for Sinks

Beside its almost unique character as a small, low-saturation, quality appliance that's loaded with sales appeal and gives the Cohens some \$40 to "play with" between its cost and list prices, the waste disposer fits into their business in yet another important way.

"It's one of the best tools we have for getting full list for sinks from price shoppers," Melvin Cohen points out. "The real profit's in the sink, and we want to keep it intact. A disposer as a 'throw-in' for \$49.95 protects that big margin and means a second sale and a second profit at the same time."

Somerville Lumber & Supply maintains a disposer-sink sales ratio of one to four, basically because every member of the staff keeps disposers in mind. No sink prospect is allowed to come and go without being exposed to them. The employees have developed a habit of reminding each other, while sink sales are being written up, to mention disposers.

The Cohens plan to jump their disposer volume still higher by promoting the units as Christmas gifts, starting in early November. They feel that disposers lend themselves well to the cellophane-and-ribbon type of display, and to gift-wrapping, and that their price range is perfect for husband-to-wife giving.

Competition on waste disposers from conventional appliance dealers doesn't seem to worry Harold and Melvin Cohen.

"I may be wrong," Harold muses, "but I've got an idea that most dealers don't consider disposers worth their selling time. Maybe our time isn't as valuable." *End*



THE WORD disposer is never mentioned until Cohen has written the order for a sink.



AFTER the sink sale is closed Cohen talks disposers, stresses easy installation.



ONE out of four times, Cohen's pitch succeeds and customer delivers her own disposer.

With letters to old customers, small daily ads and in-store showings W. M. Diefendorf of Albuquerque, N. M., has found

A Low-Cost Way to Sell COLOR TV



A DEALER need not expend too much money or carry a big inventory to successfully sell color TV. Besides, says W. M. Diefendorf of Electric City in Albuquerque, N.M., a smaller dealer can't afford it.

But, he adds, color TV is here to stay and in order to insure his future in selling it, the small dealer must get in on the ground floor with enough sales and promotional activity to make potential customers keep coming to him.

Helps Boost Volume

Diefendorf's annual TV volume is around 200 sets. But he appreciates the fact that if he intends to boost his volume he has to follow the trend toward color. Already, his color TV merchandising has sold 10 sets—within a month after Albuquerque was able to receive color programs—and he believes some black and white and appliance purchases have indirectly resulted from visitors who came to see color shows and then looked at other merchandise.

Diefendorf purchased one set for demonstration purposes and installed it on the mezzanine section of his store, away from noise and in an area where sufficient chairs could be placed for viewers.

His first approach to create interest was to mail personal letters to old customers, enclosing a brochure on the RCA-Victor line he carries. The cost of the paper—\$10—plus stamps

was his only expense here. His distributor did the printing of letters and furnished the brochures. Follow-up telephone calls were made to a select group of old customers—people he thought could afford sets—and he invited them to see the color telecasts. Store hours were extended in order that night programs could be watched.

Advertising Biggest Expense

Advertising color is perhaps his biggest expense, but Diefendorf buys a combination ad in the city's morning and evening papers so that he has an ad appearing daily and assures himself of a lower rate than if he advertised spasmodically. Besides, by running the same ad display, he creates an impression in people's minds that color TV is available at Electric City. To get his six insertions weekly, he pays \$16.20, half of which is paid by his distributor on a co-op basis.

Being in a well-populated suburban shopping area, considerable traffic moves past his store. To attract passersby, Diefendorf has a sign listing show times in his window to urge people to come in to see a color show. He doesn't demonstrate in the home. It would be too expensive and require too much of an inventory. Besides, he adds, as long as you've got a good store demonstration setup you can accomplish just as much.

When it comes to making a sale, Diefendorf orders the set from his distributor. If the customer wants a set other than the one

on his floor, it is selected from the appropriate catalogue.

Not The Best Way But It Works

Diefendorf admits this is not the best way to do business, but it is proving satisfactory for the time being. As volume and interest grows, he plans to add to his floor display.

Since he realizes his TV volume does not justify an expensive service setup, he uses an independent firm to install sets. This costs him \$7.50, but is worth the investment to get additional sales. Later on, he feels, if sales volume increases as a result of pioneering in color sales, he will set up his own service department. He also insists color TV purchasers buy a \$39.50 service contract. The markup on color is small, he points out, and he can't afford free service and free installation.

Because the profit is still lower if a trade-in is taken, it would seem that a strenuous sales effort is not worthwhile. Diefendorf doesn't agree. Not only is he looking to future expansion due to color sales, but he is overcoming the immediate profit problem by renting out traded-in sets for \$7.50 a week—if he doesn't actually re-sell it.

"It's a lot of work but the response is gratifying. Somebody has to stir public interest in color and even though I may be operating on a small scale, it could lead to bigger things. Already color sales have increased my TV volume and helped my appliance sales as well," he concludes. End

significant the evolution of a voluntary chain

NARDA members who attended their association's January convention in Chicago heard for the first time how a loose dealer buying group called IRMA became Associated Enterprises, Inc., a tightly controlled stock corporation with a real power of direction over its members.

Here's what happened in the four years of evolutionary change, why it happened and why it's important.

By KEN WARNER

IRMA started as a buying group in 1953 because competition made some kind of group buying a prerequisite of survival.

Appliance merchandising is a battle in Chicago. It's a many-sided scrap: the big multi-million dollar promotional outfits are on one side, the department stores and mail-order houses are in there, too, and facing this line-up are the small and medium-sized independent neighborhood appliance dealers. Chicago consumers egg them all on. Nobody knows who's going to be standing on top of the heap when it's all over, but everyone knows this: to stay in the ring at all, you have to be able to buy right.

Nobody "talks nasty" about discount houses anymore, because everybody's a discount house. The market is such that the only appliances that move are those for sale at the going price. This bears little relation to list price, or to suggested retail. The "real" or sale price is based on dealer cost

to the big outfits, and the small dealer's profit comes out of the dollar spread he can squeeze between his cost and the going price.

Since they must meet prices, Chicago dealers can no longer "take orders," even if their start was made as an out-and-out discount house. Now, they must sell the goods they can make money on, and they have to sell in the old sense to do this. Price competition is so heavy, in fact, and all outlets are in such fighting trim as far as fat margins are concerned, that retail salesmanship, particularly the art of "switching," is coming back into the picture—when other things are equal.

It was to make other things equal that the Independent Reliable Merchants Association was formed in 1953. IRMA, an association of independent dealers working out ways to pull themselves collectively up to heavyweight size in the buying end of the business, was an attempt to work together and maintain individual identities, too.



MORE ▶



MEMBERS of the now-defunct IRMA, a buying group, met periodically in a hotel room to talk over possible buys and merchandising plans. Professional manager Robert Franzen (white shirt) did actual buying.

The difference between a voluntary chain and a buying group

The voluntary chain, as described in this article, is a close association of dealers who pool their buying in all lines, and who all offer the same merchandise to their customers. The members surrender voluntarily, some of their management rights and duties to the central organization, in which each has an investment. In return, each dealer is assured volume buying prices and group action in such management areas as advertising, special merchandising, warehousing, delivery of major items, and perhaps service. Logically, though not necessarily, a voluntary chain requires its members to bear some kind of mutual identification, particularly for advertising purposes. The IGA grocery stores are an example of a national voluntary chain.

The buying group, as described here, is an association of dealers who pool their buying in some lines to gain price advantages, but who are free to handle other lines, and to take or leave the group offerings. In organization, such groups range from informal courtesy transshipping arrangements to separate organizations buying openly for all members. Where there is a definite central organization, members have funds tied up in the group, but these are deposits, not investment. Actions of the group are dependent on mutual goodwill and cooperation.

The Evolution of a Voluntary Chain (continued)

Beginning as one man's brainchild, IRMA built itself by stages into a full-scale distribution system, operated to allow members to cut their investments in both delivery systems and inventory and get good buys, too. The average IRMA price was attractive enough to pull some pretty large dealers into the fold, even though they could get equally good prices on their own in many lines.

Roy Baumann, a North Side dealer, was IRMA's founder. At his suggestion, the original loosely-organized, loosely-bound group got a charter on January 13, 1953, as a not-for-profit corporation. The plan was for Baumann to put through all purchases in his own name and on his own credit.

The group would meet regularly to talk over possible buys. Each dealer made a commitment, and Baumann bought in his name for delivery to IRMA. When the merchandise arrived, each dealer paid for and picked up his share. Baumann handled all the details, got $\frac{1}{3}$ of 1 percent of the list price of the goods purchased. In about 14 months, Baumann worked himself into a nervous breakdown, handling both IRMA and his own fairly-hefty business.

The group didn't want to quit, however, and on September 15, 1954, the board of directors hired a full-time manager, Robert E. Franzen. They turned the whole problem over to him, told him what they wanted, and left him plenty of time to find ways and means, subject to final board approval.

Franzen took seven months to line up dealers, talk to suppliers and members, and work out operating details. At the beginning, he had about 87 names on the IRMA list. On April 1, 1955, the "new deal" started with a new contract for IRMA members. This one had some teeth in it.

For example, the group had been riding along on Baumann's credit. That had to stop, so the contract called for a \$2,000 deposit by each member, along with monthly dues of \$25. The contract also provided for the expulsion of members caught buying IRMA lines elsewhere, as some dealers had

been doing when offered special deals by distributors interested in breaking the group up. IRMA charged 14 percent of each invoice for handling and warehousing. Delivery was extra.

Each dealer got a complete credit investigation, too, and was assigned a buying limit. Other changes were operational, though they did offer dealers more for their money. On purchases from IRMA, members were to pay invoices weekly. When all the contracts were in—starting with just 14 on April 1—there were 37 members operating 40 stores.

On this second time around, IRMA took hold rapidly. At the start, there was \$28,000 on deposit in the bank, and \$125,000 worth of fans and air conditioners were on the way to the group. IRMA successfully jumped this hurdle and several more, building gross sales of \$1 million in IRMA merchandise by the end of the year.

For 1956, the group decided that more money was needed, both as working capital and to bind the group closer together, so the ante was raised to \$5,000. Just two members dropped out, indicating the value of the group to the members. That left IRMA at the beginning of 1956 with 35 members and 38 stores.

During 1956, members moved about \$4-million in IRMA merchandise. The operations were efficient and economical. There was a staff of three, besides Franzen, plus a part-time accountant. The buys were right, and allowed dealers to compete and make money, too.

A revised organization and a professional manager improved operations and sales, and gave members more leverage with suppliers.

Closing the buying power gap between some of the country's biggest volume outlets and the 35 neighborhood dealers

that made up IRMA's membership took some doing. The one big hitch was volume. Even 1956's \$4-million IRMA volume is not too large beside what some single firms in Chicago are doing. Since IRMA bought only a part of what each dealer was selling, it tapped only a part of the group's real buying power. In fact, during 1956, 14 members bought 75 percent of the merchandise IRMA handled.

They had enough impact to save members from five to eight percent on the goods they did move. And on special buys, IRMA cut cost as much as 40-50 percent from list, because it was big enough to catch some of the really juicy deals which come along from time to time. However, buying methods and internal problems meant there was always a ceiling, a limit. Here's how the process worked:

At a meeting, or over the phone, members suggested lines to look into, or needs they wanted filled, and Franzen started talking to suppliers. Usually he just put out the word, and in they came. More usually, suppliers already were in touch with him, aiming to get their deals into the hopper.

Normally, dealers were looking for a particular kind of merchandise at a particular price—most often this was dictated by the competition. They wanted to look at all the possible deals on, say, a wringer washer for a leader.

With enough offers at prices that were right, Franzen went to the next meeting with a buy on the agenda. A few verbal commitments, and a vote, and Franzen could buy the next day. Generally, the members made an attempt to beat the price down some more, and most often succeeded. However, they left this up to Franzen, giving him a ceiling to get under.

This process served for both short-term buys and for the long haul. For example, IRMA started considering 15 air conditioner deals in midwinter of 1955. As a group, they preferred to buy at the beginning of the selling season, after they had seen what was happening to prices. In this case, after holding the best of the offers in the air for a month or so, the group bought three: Coolerator, Chrysler-Airtemp and Carrier. They got a high-end "Cadillac," a middle line and a low-end line, which they had exclusively, except for one other Chicago outlet.

The air-conditioner market fell apart in July that year, but, according to Franzen, neither IRMA nor its members were stuck with too much merchandise. Of course, members had plenty of non-IRMA merchandise on hand. This is a case, Franzen thinks, which demonstrates where a group can get unwieldy. He feels that if they all handled the same lines, they would have all come out better, both in terms of original price, and in left-over inventory.

Once the decision was made to deal with a supplier, and the bargaining and dickering was out of the way, IRMA moved the goods, just like any sales organization. When special deals and close-outs came along—and they started to come with gratifying regularity—Franzen was free to jump on them, though he usually did some phone checking first. As stocks emptied out, he re-ordered, kept up with sales. Members merely called in orders, and their customers got next-day delivery.

In 1956, IRMA had two full lines: Westinghouse and Hotpoint. They also carried parts of other lines and several short lines. They had Rheem exclusively in Chicago and also carried such names as Maytag, Speed Queen and Roper.

On occasion, IRMA needed a line from a supplier that wouldn't sell the group. If this was an insoluble problem and a definite factory-level policy, IRMA backed off and went around the other way. They had originally done business with courtesy transshipments, and where the source wouldn't sell IRMA, they reverted to this: the member with the best connections bought and IRMA took delivery, then dealt the merchandise out to the rest of the membership.

Besides prices, IRMA bundled up other benefits for members. Advertising allowances and co-op money are the most important of these, and IRMA grabbed every last penny to spend in all media for the whole membership. On occasion, the IRMA framework allowed some of the members to combine their co-op allowances from non-IRMA lines for ads in

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AMONG advantages of a buying group or voluntary chain are special offers brought by distributors, or, as in this picture, advertising media. Here two Chicago Daily News representatives tell Franzen about an advertising plan.

How cheaply can a group buy?

How cheaply can they buy? The following details, drawn from IRMA's price sheets and invoices, tell the story. These are disguised "representative" prices, which, however, give a true picture of IRMA's buying advantage.

For a major brand, top of the line, double-door refrigerator, FOB at the warehouse, the following prices were what non-IRMA dealers pay in Chicago:

| | |
|-------------------|-------|
| Single unit | \$355 |
| Two or more | 343 |
| Truckload | 335 |
| Carload | 328 |

For the same appliance, one at a time, IRMA dealers pay \$328, plus delivery only. And IRMA collects full ad benefits, too.

Chicago dealer prices for a top-of-the-line automatic washer are:

| | |
|-------------------|-------|
| Single unit | \$207 |
| Six units | 202 |
| Carload | 192 |

These prices include service. For the same appliance, IRMA dealers pay \$192, plus delivery to their customer, buying one at a time.

For a gas range, this is the picture of Chicago Prices:

| | |
|-------------------|-------|
| Single unit | \$202 |
| Six or more | 193 |
| Carload | 183 |

IRMA dealers buy this range, one at a time, for \$183.

On dump deals IRMA often does far better than this. For example, they bought some wringer washers this year at 57½ percent off list. The washers listed at \$130, sold normally in carload at \$78. IRMA bought them for \$55; the dealers got them for about \$58, and were able to sell them at \$88.

Special deals weren't always "dumps," either. One quantity purchase of current merchandise recently put an extra \$40 into every deal. Appliances which sell normally at \$245 in carload were purchased at \$205.

The Evolution of a Voluntary Chain (continued)

Chicago papers big enough to make a splash in the heavily-advertised appliance market.

General factory relations were a little easier for IRMA than for the individual dealers, too. As in the case of advertising money, IRMA carried a big enough buying stick that suppliers made adjustments and emergency services with comparative alacrity. This doesn't mean, Franzen points out, that IRMA tried to push anybody around, or that suppliers are prone to ignore dealers. It's just that the "facts of life" are slanted in favor of bigger operations.

IRMA members got a lot of informal help out of the organization. There is always some swapping going on in any metropolitan market, but the IRMA members had this down to a fine science because they had the organization for it. In search of a particular piece of merchandise, an IRMA member called IRMA first. Dealers making independent buys also called IRMA for advice and the latest information on their supplier. "Make him come up with the arithmetic," is a phrase IRMA staff members often use on these occasions. Having some idea of the "arithmetic" ahead of time is, of course, one key to profitable negotiations.

Despite the seeming success of IRMA as a buying group, there were problems in 1956 too heavy to ignore.

In some areas, IRMA was just not working as it should. Franzen lays the blame pretty much on the large size of the group numerically and their diversity in methods, attitudes and ideas. Of course, more measurable factors, such as financial stability also were a part of the problem.

In the IRMA set-up, each member had three accounts: deposit, dues and merchandise. The deposit account was to be paid in full—\$5,000 for 1956. The \$25 dues were a monthly bill and merchandise invoices were to be paid weekly. Some members were not yet fully paid-up in their deposit accounts as late as August; many were running behind in their merchandise accounts in amounts equal to their deposits. At least one dealer at one time ran his debt to \$9,000 and never went below \$7,000.

Despite stricter and stricter supervision, the money situation continued rough for IRMA. Of \$150,000 the group had on deposit, there was rarely more than \$40,000 to work with, according to Franzen. The rest was tied up in accounts receivable, owed by the members to their own organization. Of course, some members were right up to the mark and all paid-up on each deadline; and others, way out at the other end, were operating on other members' money. This capital situation was a crippling one, as the payment-due dates had been set up to allow IRMA to pay its debts monthly, and have the use of the merchandise money between the time a member paid, and IRMA had to remit to the suppliers.

In the loose IRMA set-up, those dealers who owed the organization money had little incentive to catch up, as prices had to remain the same to them, under the by-laws, and there was little for IRMA to gain by cutting them off, since their volume was needed. Of course, internal politics and dissension tied IRMA's hands, too, in dealing with members behind in their payments.

Another problem was merchandise. As with any buying organization, IRMA got its share of slow-moving items, particularly when buying full lines. Members were free to buy what they wanted, and took no "dogs" yet insisted that IRMA get the regular price for everything. The warehouse was starting to plug up with unsalable merchandise. Eventually, IRMA would have strangled on its own inventory when the proportion of "dogs" got high enough to further limit already-limited working capital.

Unwieldiness counted, too, as a built-in anchor for fast action. As in the case of the air conditioners mentioned earlier, all members couldn't, or wouldn't, pull in the same direction at the same time. The 35 members were too dissimilar to

cooperate fully, and one hassle after another stymied plans. There were no hard and fast "party lines" for these disagreements, but conflicts generally came on a basis of merchandising approach rather than size or location of the dealers concerned.

In a fast-moving market, it is sometimes necessary to go "right now" on a special merchandising offer, an advertising tie-in, or a new line offering. This was difficult for IRMA. Sometimes it is necessary for a group to be firm with one supplier or another. This is impossible when some members don't want to get tough.

Regarding advertising, the membership was of five or six minds. Originally, the group had been organized to buy together and merchandise together. Advertising money earned was actually spent for advertising, with no rebates to members. But the membership insisted on diluting the impact by including long lists of names and addresses, including all 35 dealers in every ad. Some liked direct mail, some wanted TV, some wanted newspapers and any program which had the approval of the whole group was bound to be watered-down to fit all kinds of dealers.

IRMA's board of directors and manager Franzen spent most of the latter half of 1956 working out a way around these problems. In fact, at the board's direction Franzen stopped buying any new lines. The board didn't know what direction any changes would take, and didn't feel a heavy inventory would help the solution.

By late 1956 the group was making its first real efforts to both solve its problems and get on a sound "everybody-must-play-ball" basis.

One move, made in November, was to attempt to cut out the slow-payers. This was comparatively unsuccessful, as most of these members, faced with the loss of IRMA membership, got up the money by the deadline. The dealers involved were not all small dealers. Their problem was a universal one, it seemed to the board—they were not in as good a working capital position as the size of their individual businesses demanded. The consequence was, of course, that they owed money almost all the time, and weakened the group.

However, this move by the board brought on fuller discussion of the whole range of problems by the entire membership.

There were two extremes of opinion: those that wanted a change, and those who thought IRMA should run along just as it had been. There were few members who took no side. Those who wanted the change were, for the most part, those who were buying the most goods through IRMA. Those who liked the status quo were those who used IRMA as a convenient source for just some lines and had joined it for that reason. At least, that was the way the board saw it.

Through all this dissension, IRMA kept moving goods at favorable prices. The delivery and warehousing set-up continued to function in the dealers' favor, giving them next-day delivery to their customers' doors. And volume didn't slip, except that the group bought no TV during the fall.

As 1956 ended, IRMA was at an impasse. There had to be a "new deal." So IRMA was dissolved and three remaining members formed Associated Enterprises with four other dealers.

Three of them, mostly promotionally-minded men who have produced good-sized sales organizations from discount house beginnings, have taken shares in Associated Enterprises. This is a stock corporation made up of three IRMA members and four non-IRMA dealers. Members will buy only from Associated, which will be managed by Robert E. Franzen.

These are the IRMA members that wanted a change, and when the chips were down, decided they could work together. They wanted financial stability, better credit, and the ability to move fast with big buying power. Associated has an authorized capitalization of \$200,000 and will gradually absorb members up to this limit.

Over the next six months, Associated will be weighing new potential corporate members, shooting for a group of stores which will give them good coverage of the Chicago market area owned or managed by men who can fit in the group. At the same time, they will be talking to suppliers, aiming to make arrangements that will be as permanent as possible, and will, of course, be advantageous to Associated from the standpoints of price, product, and prestige.

For these "recruits," both members of the group and suppliers, the Associated people think they'll have plenty to offer. The dollar volume the individual stores now making up the group can offer is big enough to interest most any supplier. For prospective members the eventual gains of group action outweigh the loss of some management "free will," the group thinks.

Associated is also considering details to a plan which stems directly out of IRMA. Associated may make its merchandise available to former IRMA members and to others at carload prices for single units, just as IRMA did.

The merchandise will be paid for in cash, however, except for those "associate" members who want to make a deposit and have an open account. "Associates" will have no voice in the workings of the organization or in deciding what lines to carry. Naturally, they will have no liability or responsibility, either.

The main reason behind the associates plan is the obvious one: a sure source of increased buying volume. This looks good to an organization which will be trying to get big in a hurry. In addition, most Associated members feel some personal ties with members of the group they worked with for four years. However, this plan may not work out.

The new corporation's by-laws have some sharp teeth in them. No member can buy goods elsewhere without giving notice at a regular meeting.

At that time, it is expected that the other members will want to hear how much the outside buyer expects to do with an outside line. The idea, of course, is to channel as much volume as possible through Associated. Of course, where a member has spent a long time establishing lines that Associated doesn't handle—and they all know there will be such cases—it is expected that permission to buy and sell outside merchandise will be almost automatic.

In those cases where such outside buying proves to be a threat to Associated's position with the group, the outside buying members can be given the choice of resigning from the group or stopping the buying. A two-thirds majority at a regular meeting can force an erring member out.

A modest estimate of Associated's sales potential for 1957 is \$5-million. With the addition of a few members over the next few months the group can top this easily. And from this not-very-modest start, the group expects to build sales fast.

Once consolidated, a job that should be finished this summer, Associated Enterprises plans to kick off the fall selling season with a coordinated merchandising program. With a new consumer-slanted advertising name and an advertising budget generated by big volume buying, the group expects to get consumer identification in a hurry. They intend to get good lines and hammer them hard.

Any changes from here on out will require only by-laws changes, as long as the group stays within the terms of their broadly-drawn charter. They have hired the know-how to operate a central buying office; and their warehousing and delivery will be handled by Keller's Delivery Service, Inc., who are old hands with appliances and specialize in them.

(Continued on page 142)

What kind of dealer joins a group?

The "Average" IRMA Dealer . . .

- ...was sole proprietor of his business.
- ...had been in business well over ten years.
- ...hired about 10 employees.
- ...sold from \$150 thousand to \$300 thousand in appliances each year.
- ...thought of himself as a small dealer.
- ...bought from 10 to 40 percent of his appliances through IRMA.
- ...more often than not sold a second major line, usually furniture.
- ...thought IRMA "kept him in competition."

There are of course many exceptions to this composite picture, which was drawn from an ELECTRICAL MERCHANDISING survey of the membership. There were several corporations and a few partnerships in the group. Actual sales ranged from around \$100,000 a year to \$1½ million. Number of employees ranged from three to 24. Some did less than 10 percent of their buying through IRMA, others bought as much as 70 percent through IRMA.

TYPICAL young member of the old IRMA group was E. A. Gulliksen (left). He started as a discount house after the war, now is a full-line appliance dealer. However, like other members, he wasn't big enough to buy alone in Chicago market.



MAJOR APPLIANCE SERVICE

EDITOR'S NOTE: This is the fourth in a continuing series. Part 1, *How to Get Started*, appeared in October, 1956. *Repairing Conventional Washers* was published in November. *Repairing Automatic Washers* ran in February, 1957.

4. Repairing

Despite structural differences, ironer controls and operating principles are very much alike, so servicing isn't difficult—if you know how to go about it

By P. T. Brockwell, Jr.

LEST you be tempted to slight the study of ironer servicing on the assumption that your major appliance repair calls may not average more than one ironer to about fifty of the other appliances, remember that infrequent servicing of any one machine demands relatively more thorough preparation on your part in order to compensate for such a dearth of practice.

But what follows is by no means an involved discussion, for, happily, ironer control features and their operating principles vary little from one make to another even though some structural details differ. So relax, read, and remember the rudiments.

Designs in General

Shoe and Roll Supports. In one of two broad classifications of construction, the shoe is mounted on a stationary support while the roll revolves on a movable axis; thus, the two subassemblies may be brought together for ironing by the shifting of the roll axis. The other type uses a movable shoe in conjunction with a rigidly supported roll axis. See Fig. 1. It matters not which type you will service—the principle is the same—but if we stick to one, the ensuing discussion will not be drenched with double talk. For no reason at all, let's use the movable-shoe type (Fig. 1).

Mechanism. Some ironers are equipped with built-in motors for direct drive; the rest either are belt-driven or have their motors joined to the mechanism with a flexible coupling. The gear case in its sim-

plest form may contain little more than a worm, a worm wheel (or other reduction gears), the clutches, the cranks, and the cams. But in models which feature two roll speeds, additional gears (or sprockets and chains) and a clutch are needed to serve that purpose. Seals or stuffing boxes prevent seepage of oil where shafts emerge from the gear box below the oil level.

Switches. Though many ironers are equipped with motor switches, some have been manufactured without them—on these the motor starts of course when the cord is connected and must run idle while the shoe is heating. All models, however, are equipped with some type of heat control; some have an on-off switch; others, one or two thermostats; while still others have a switch and one or two thermostats as well.

Nonautomatic Ironer Design

General-Use Control. Some physical effort must be expended by the user to operate a nonautomatic ironer, for the spring pressure which holds the shoe against the roll must be loaded and locked manually. To minimize the physical force required for this operation, the control handle and its linkage are designed to provide maximum leverage without an unduly long stroke. Linked to that same handle is the shifting mechanism for the roll clutch which will engage to drive the roll whenever the shoe is brought into the ironing position—provided the press control is not set so as to

forbid engagement of the roll clutch.

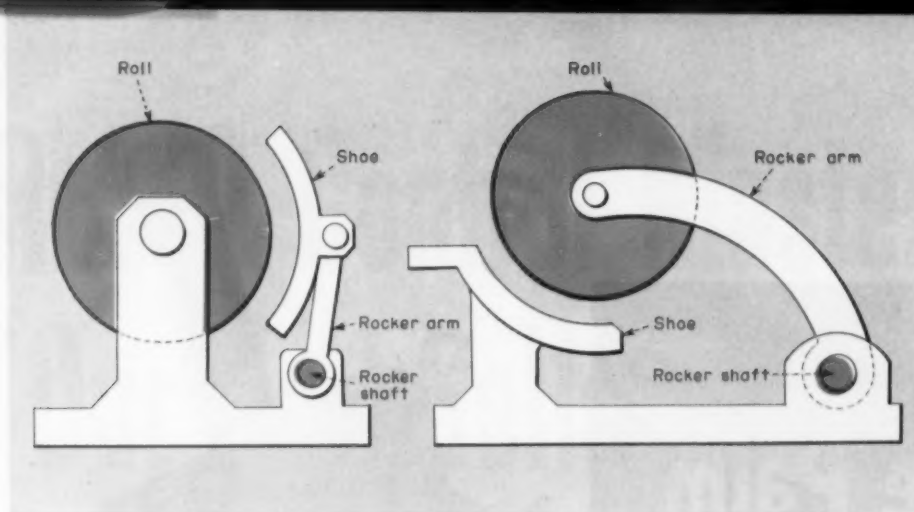
Press Control. This control has two positions: when its indicator is turned to *Iron*, the roll will revolve (if the motor is running) whenever the shoe is brought into contact with the roll; when turned to *Press*, the roll will not revolve at any time. See Fig. 2.

Clutchless Nonautomatic. The general-use control lever in this type of nonautomatic is linked to a switch which interrupts the motor supply circuit when the shoe is retracted.

Automatic Ironer Design

General-Use Control. The operation of an automatic ironer requires virtually no physical effort on the part of the user, for this type is equipped with a motor-driven shoe actuator which makes "finger-tip" control possible. And, so that the operator may have both hands free for feeding the clothes into the machine, a knee (or pedal) control also is provided in most models. Hence, with the motor running, the operator need only press and release immediately either control to bring the shoe into operating position and start the roll. Then, when one of the controls is pressed and released again the shoe will retract and the roll will stop. Here is how that mechanism works:

When the control lever is pressed, that slight motion is transmitted to a yoke (or a similar tripping device) which, when moved, allows a spring-loaded pawl clutch to trip thereby setting in motion the shoe actuating



Rotary Ironers

cam (or crank). When the cam assembly has made but a one-half revolution,* the pawl will disengage automatically as it slides onto a protrusion on the opposite side of of the yoke thereby stopping the cam. Those same short-stroke movements of the shoe actuating mechanism are also utilized to actuate the roll clutch. See Fig. 3.

Though many ironers have roll clutches of the pin-and-slot or the nub type (similar to those used in most conventional washers), several models have been produced with a planetary gear drive for the roll with a clutching method peculiar to that sort of mechanism. See Fig. 4 and read its legend carefully before continuing.

Speed Control. And the planetary roll-drive mechanism has also been used in two-speed models. For the second speed, one additional internal-toothed gear of a different diameter is required along with two more planetary gears to correspond. The second

set of planetary gears revolve on the same axes and are keyed to the first set. To change the speed, the clutch dog is simply shifted from the path of one internal-toothed gear to the other.

Speed change in most other two-speed models is accomplished by shifting (usually a nub-type clutch) from one roll-drive gear (or chain and sprocket gear) ratio to another.

Press Control. The operation of this device in an automatic ironer is similar to that of a nonautomatic. Some models, however, are equipped with an extra knee lever, linked to the roll clutch shifter, whereby the user may stop the roll if desired while the shoe is in the ironing position.

Safety Release. Every ironer equipped with a motor-driven shoe actuator, obviously, must have a safety release whereby the user may separate manually the hot

(Continued on page 144)

FIG. 2. Press Control. The shifter fork for the roll clutch is shown at the bottom of this sketch. With the press control in the position shown, it should be clear that if the shifter-fork trace—whose right-hand end is connected to the actuating mechanism—is moved to the left, the spring will push the clutch in the same direction where its nubs will engage those of the driving member. But if the press control lever is turned 180 degrees, its cam pin will keep the clutch disengaged—whatever the position of the shifter fork.

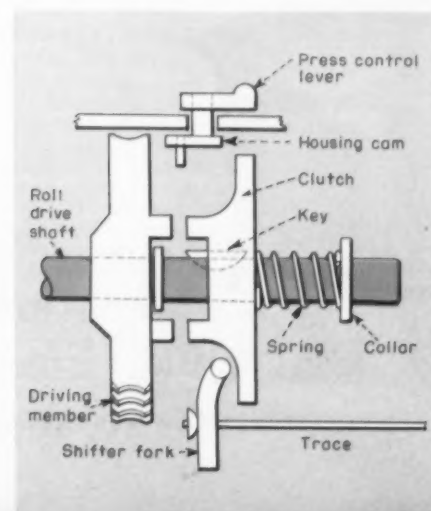


FIG. 3. An Automatic Control Clutch. At the upper left of this sketch is shown a clevis to which the general-use control levers are linked. With the motor running, if the user depresses and releases immediately one of the general-use control levers, that motion will swing the yoke slightly, allowing the pawl spring to drive the pawl tooth into one of the slots in the splined driving member thereby setting in motion the clutch assembly as well as the shoe actuating cam or crank and the roll clutch actuator (not shown) which are integral parts of this mechanism. When the clutch has made half a revolution (counterclockwise), it will disengage as the pawl slides onto the protrusion on the opposite side of the yoke.

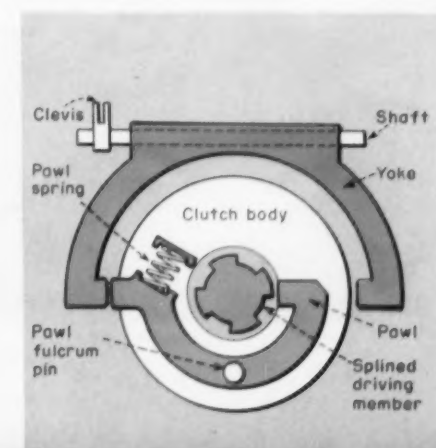


FIG. 4. A Planetary Gear Drive. The sun gear, the roll shaft (not shown) which leads back from the center of the yoke, and the gear with internal teeth, all revolve freely around a common center, and each planetary gear revolves freely on its own axis. If the internal-toothed gear is held, motion from the sun gear—which is the driver—will be transmitted to the yoke thereby turning the roll drive shaft, for the planetary gears will be forced to travel around the sun gear. But if the internal-toothed gear is released, it will revolve while the yoke (if slightly loaded) will remain stationary. The roll clutch (not shown) for this mechanism consists of a dog which, when engaged, merely holds the internal-toothed gear by hooking one of several ribs (not shown) athwart its outer circumference. A friction device imposes a slight load on the roll shaft to prevent it from "creeping" when the clutch is disengaged.

FIG. 5. Safety Release Principle. When the user pushes the safety release lever, the latch pin is withdrawn from the hole in the inner rocker arm hub allowing the outer hub to move backward freely even though the rocker shaft is still in the ironing position. A stop, lower left, limits the rocker arm's free travel.

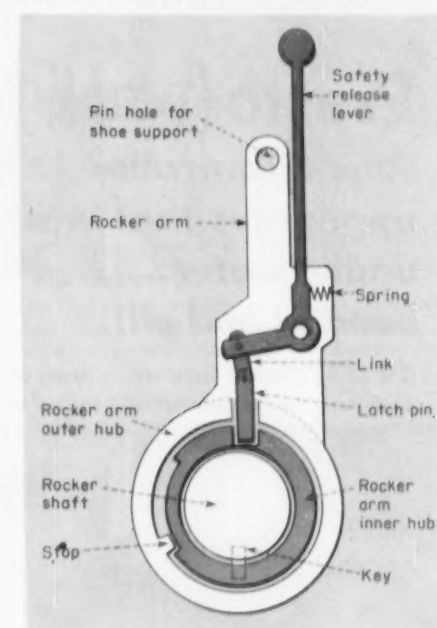
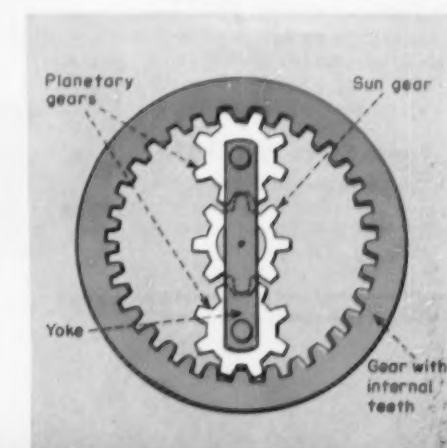


FIG. 4. A Planetary Gear Drive. The sun gear, the roll shaft (not shown) which leads back from the center of the yoke, and the gear with internal teeth, all revolve freely around a common center, and each planetary gear revolves freely on its own axis. If the internal-toothed gear is held, motion from the sun gear—which is the driver—will be transmitted to the yoke thereby turning the roll drive shaft, for the planetary gears will be forced to travel around the sun gear. But if the internal-toothed gear is released, it will revolve while the yoke (if slightly loaded) will remain stationary. The roll clutch (not shown) for this mechanism consists of a dog which, when engaged, merely holds the internal-toothed gear by hooking one of several ribs (not shown) athwart its outer circumference. A friction device imposes a slight load on the roll shaft to prevent it from "creeping" when the clutch is disengaged.



Presto... Profits in the Palm of Your Hand!

Presto Control-Master®
runs 6 controlled heat
appliances that wash
under water...
handles and all!

One \$6.95 Control-Master runs a family of
appliances, for the greatest add-on and pricing story
in appliance history.



Presto 9" Fry Pan \$1095*

Presto Pressure Cooker \$1995*



Presto 11" Fry Pan \$1295*



Presto Electric Griddle \$1695*

Presto Sauce Pan \$1395*
with metal cover



Presto Dutch Oven \$1795*
with metal cover

*Manufacturer's recommended retail or Fair Trade price...
Fed. tax included. Prices slightly higher in Canada

PRESTO Control Master Appliances

"Our No.1 Seller," Dealers Report!

"Reordered So Often I Lost Track," Says California Dealer

SANTA BARBARA, CAL. The first Control-Master sale is only the beginning, in the opinion of Lois H. Copley of Ott's, 727 State Street, Santa Barbara. "We have reordered on Presto Control-Master Products so many times I have lost track... Keeping the 11-inch frying pan, especially, in stock, has been

our biggest Control-Master problem. "When we sell a Presto Control-Master Product we feel that we have accomplished more than just making a sale—we have an established customer that will return, probably, several times to add to her Presto Control-Master family of appliances.



Karl Siegel, of the Jersey State Electric Co., Elizabeth, N. J., shown above, first purchased only a sample assortment of Control-Master Appliances according to store policy on nationally branded items. Result: "Almost immediately after displaying the first samples we were sold out. I never expected the avalanche of sales this new concept in electric cooking brought to our store. After a second complete sell-out I knew that this was my baby, and I would place all my efforts behind these new Presto Control-Master products."

"Have About Decided to Handle Presto Exclusively," Reports

SEATTLE, WASH. Mr. H. Russell of Puget Sound Refrigeration, Seattle, says: "TV advertising is what put the Control-Master over and as important also was the timing of the advertising. ... Had some terrific sales and the consumer reaction was wonderful. Have about decided to handle Presto exclusively, as competitors' items were really slow this year on account of Control-Master." Submersibility, in his opinion, was a big sales influence.

Add-On Sales Already, Los Angeles Dealer Says

LOS ANGELES, CAL. "I've been in the small appliance business for 35 years at the same location, and never have seen a product take off like the Control-Master products," says Mr. Theo Hall of Theo Hall Home Equipment Co., 5167 Whittier Blvd., Los Angeles, California.

"They're the easiest of the small appliance products to sell," says Mr. Hall, who finds that customers are greatly interested in the submersible features and the saving of \$6.95 on each additional appliance. He has had add-on sales, and reordered several times during the holiday season.

WALTHAM, MASS. "Control-Master products are the fastest moving appliances in my store," reports Larry, of Mass. Hardware and Supply, High St. "All fall, I had been reordering a dozen pieces at a time and selling out. When December rolled around, had a mad scramble to supply my customers. Must have sold 4 dozen Fry Pans the first 10 days of December."



Control-Master products displayed at B. Gertz, Inc.

B. Gertz Reports, "Excellent Response"

JAMAICA, N. Y. Another department store success story for Presto came from Mr. Richard Weiss of B. Gertz, Inc., who says: "Excellent response. Too bad the New York distributors couldn't keep me supplied."

Everybody Loves Presto in the BRONX!



"The only new item in the electrical field to sell out in such a short time," says Mr. "Mac" Bogard, of G. M. Bogard Corp., 2744 E. Tremont Ave., Bronx, N. Y.



"The percentage of the repeat business on Presto Control-Master Appliances is most unusual," says Mr. John Dosso of Eastern Appliances, 686 Morris Park Ave., Bronx.



"It's Christmas all year round when I sell Presto," says Mr. S. Tartaglioni of T. & S. Radio and Electric Co., 1027 Morris Park Avenue, Bronx, New York.



"We believe that Presto has taken a giant step in the appliance field," says Mr. A. Avitabile of Avitabile Bros., appliance store at 1751 Crosby Ave., Bronx, N. Y.

Florida Distributors Praise Volume and Quick Success of New Appliances

MIAMI, FLA. "Presto Control-Master sales action has equalled and surpassed our most optimistic expectations," says Mr. R. M. Hitner of Graybar Electric Company, 2111 N.W. 22nd Ave., Miami. "The line will occupy an important spot in our 1957 Electrical Housewares Promotional planning."

Another prominent distributor, Mr. R. S. McDonald, President, McDonald

Electric Company, 367 N.W. 6th St., Miami, says, "We are well pleased with the promotional and advertising backup given us by Presto, and the ready acceptance of Control-Masters by our dealers."

"Our Presto volume has nearly doubled with the advent of Presto Control-Master products, and... we expect to roll in a banner year in 1957."

Presto Control-Master® Appliances • NATIONAL PRESTO INDUSTRIES, INC., Eau Claire, Wisconsin

Are You Liable for Your Sales Contracts?

Every time you sell an appliance you incur certain legal obligations. Law makes the difference between a live contract and a dead deal. Knowing the elements of sales law will help you stay in business and out of trouble

By **EARL W. MOUNCE**, Professor of Law, University of Maryland and
ROBLEY D. STEVENS, Business Consultant

EVERY forward-looking dealer in electrical appliances, radio-television products hopes to expand his business and keep abreast of the consumer demand for more and better products at lower prices. In this wholesome operation of free competitive enterprise, the more alert you are the more you give continuous attention to developments and sales.

Everyday, in every sale, you are making, or perhaps breaking, contracts. After writing each order for your merchandise, you have incurred legal liabilities. And, you also have created certain rights for yourself.

You are at a disadvantage if, as a businessman in the electrical merchandising industry, you do not know or understand your legal rights and obligations as given and imposed by the law of sales.

Law governs your sales transactions. The time to look at the law is beforehand—not after you may have committed yourself to an action that could have costly consequences of which you are unaware.

To understand this better, you should know some basic facts about the law of sales. Here is some information for your guidance in selling your electrical merchandise. It provides some basic rules pertaining to sales, as a measure of preventive law, in an effort to help you avoid possible legal pitfalls.

Tangible personal property is commonly

referred to as *chattels* and includes those items of personal property which we can use, such as household furniture, food, clothing, machinery, and electrical appliances. Intangible personal property is technically known as *choses in action* and include those items of personal property which we cannot see. They are *legal rights* which the owner has against others. When we use the term *goods* and *merchandise* we are referring to chattels or tangible personal property.

The selling of electrical merchandise comes within the provision of, and is governed by what is known as the Uniform Sales Act.

Today, about 34 States and the District of Columbia have adopted the Uniform Sales Act. The remaining States have separate laws regulating the making of sales.

To help you comprehend the law of sales you should know what constitutes a "sale" and how it differs from a "contract to sell."

WE WANT TO KNOW . . . if you find general articles on a basic subject—such as this one on the law of uniform sales—helpful and valuable in the operation of your business. If you do, we'll run more of them. Just put your reactions on a postcard and mail it to Managing Editor, ELECTRICAL MERCHANDISING, 330 West 42nd St., N. Y. 36, N. Y. And Thanks.

To distinguish the difference you should keep in mind that, a sale of goods is an agreement whereby the seller *transfers the property* in goods to the buyer for a consideration called price. By property, it is meant the ownership or title to the goods. Thus, in the case of a sale, the title passes at once.

But, a contract to sell is a contract whereby the seller agrees to transfer the property in goods to the buyer for a consideration called price. Thus, in the case of a contract to sell, the passage of the title to the goods from the seller to the buyer takes place at some future date.

Your Contract

Sales and contracts to sell your electrical merchandise are contracts. Consequently, they must meet the four essentials of a contract.

You are not compelled by law to enter into a particular contract. If you should enter into such a contract, your rights and duties which you have under the contract will be derived from your voluntary agreement thereto. The court will not make a contract for you. If, however, you and the other party voluntarily enter into a legally enforceable contract, the court will interpret and enforce it as such.

You should know what elements go to make-up a contract; how to draw a contract;

(Continued on page 152)

25 million homes need new kitchens
The kitchen-remodeling market is big. U. S. Steel's "Kitchen Call" promotion will help you get your share of this business...

Advertising help for you
4 hard-hitting TV commercials on the U. S. Steel Hour and powerful big-space newspaper ads will point out that most old-fashioned kitchens are hard-to-use, hard-to-clean, hard-to-live-with... and that cabinets and built-in appliances styled in steel make work easier—their kitchens more beautiful.

Dealer listing
To get people started remodeling, U. S. Steel will offer a free Kitchen Planning Book in both TV and newspaper advertising. Your store will be included in a special Kitchen Dealer Listing sent with the book. To get your store listed, just send for your free "Kitchen Call" Promotion Kit before April 15. (See coupon in center spread of this section.)

FREE Promotion Kit
This kit has everything you need to put "Kitchen Call" to work for you: store displays, suggested ads, merchandising plans. (See the center spread for the order coupon.)

Better tie-in... bigger sales
Bring the selling advantages of the promotion into your store by setting up displays, advertising in newspapers, on radio and TV and with direct mail. Be sure to use the symbol and slogan in all your advertising and publicity.

See Center Spread and Back Page for more information about "Kitchen Call"



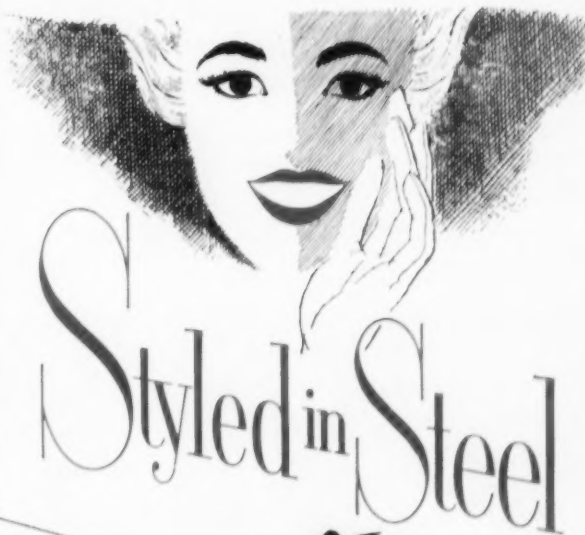
UNITED STATES STEEL
PITTSBURGH 30, PA.

U. S. Steel announces "KITCHEN CALL" 1957

PROMOTION PLANS
STORE DISPLAYS
NATIONAL AND
LOCAL ADVERTISING

TO HELP YOU
BUILD YOUR
KITCHEN SALES
THIS SPRING

CALL FOR A KITCHEN





New General Electric to get your full share of

*Realistic Big Ticket Plan, available through
the help you need—from*



For as little as \$180.00—a 10% down payment—you may be able to put a G-E Display Kitchen like this on your floor. And that's only the beginning. Read these pages and find out more!

TODAY'S astonishing kitchen appliance market, with its heavy trend toward *complete* kitchens, is big, booming—and begging for attention.

Its surface has barely been scratched.

Now Big Ticket comes up with a complete program of all-out assistance to let you capitalize on this opportunity. Now you can sell the *most wanted line* of complete kitchens—practically on a shoestring.

We're not asking you to swallow that whole. We want to tell you what you get on Big Ticket—from beginning to end.

First of all: realistic financing. Big Ticket begins by giving you the most effective selling tool in the business—a sparkling General Electric Display Kitchen—on credit terms available through General Electric Credit Corporation.

For instance, for as little as 10% down, you may be able to put a display kitchen on your floor. That's *all* the inventory you need. Your General Electric distributor supplies the units you sell *as you sell them*.

How do you pay for these sold units? Under its Work-in-Progress Plan, General Electric Credit Corporation will finance your total outlay for major appliances until your customer's kitchen is completed and accepted.



You sell without inventory! Your General Electric distributor supplies all appliances *as you need them*.



You sell the most preferred line in the business! Independent surveys prove General Electric ranks first with women.



You sell the most pre-sold appliances! Wherever you look—or listen—there's G-E Major Appliance advertising.

sales plan helps you the rich, ripe kitchen market!

*your General Electric distributor, outlines all
floor plans to finance plans!*

Now . . . about customer financing: New General Electric Credit Corporation Kitchen Modernization Plan lets you sell for as low as 10% down with less than typical monthly car payments spread over not 1, not 3, but 5 full years.

To help you handle installation—and get the extra profits that go with it—your General Electric distributor's factory-trained specialists will work day-by-day, step-by-step with you on selecting and setting up a complete installation staff.

That's only the beginning. General Electric distributor experts will be at your service to help plan your kitchen layouts, color schemes, decoration, design. They'll make estimates, blueprints, supply color swatches, even give suggestions on painting and floor covering.

If you wish, you can take advantage of a complete selection of hard-selling mat ads, radio scripts, full-color promotion slides, and a full-length technicolor movie for use at women's group meetings.

And what a line of kitchens you'll sell! The General Electric

line is years ahead in style, completely integrated in color and design, packed with more sales features than any other line in the industry.

Think it over. This market features a high margin profit picture. When you sell complete kitchens, you're not competing on a single-appliance *price* basis. You're dealing on a *service* basis in the sale of *tailored multi-appliance units*. And the man who can supply the service in this new field is the man who can get the sale—and the whopping, multi-unit *profit*.

The big beauty of Big Ticket is that it makes it possible for *you* to supply that service and still have time to do the job you do best—*sell*.

Add it up. This booming kitchen business can make a big difference in your career. Get in on the ground floor—*now*.

See your General Electric distributor—or send in the coupon. General Electric Company, Major Appliance Department, Appliance Park, Louisville 1, Kentucky.

YOU GET ALL THIS . . . AND MORE

- 1 Delivered to you for as little as 10% down—a new General Electric Display Kitchen.
- 2 Liberal customer finance plans—up to 5 years.
- 3 No inventory problems—you simply order from General Electric distributor warehouse.
- 4 Plans—plus color, flooring, painting suggestions.
- 5 Most pre-sold line in the business.

**General Electric Company
Major Appliance Department
Appliance Park, Louisville 1, Ky.**

Gentlemen: I want to know more
about your new Big Ticket Plan.

Name

Address

City.....State.....

Live Better . . . electrically

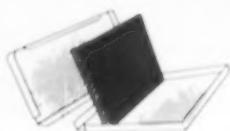
GENERAL  ELECTRIC

Sell → GENEVA

THE KITCHEN LINE...WITH MORE TO SELL



Geneva puts more profit in dealer kitchen business. For good reason! From better construction to wider color choice, it's the finest quality, most complete line available. And, more, the Geneva sales formula simplifies dealer effort... gives the customer unequalled latitude of choice—sound reasons to buy. Get the complete story—the increased sales—by learning why Geneva gives you “more to sell” in the fast growing kitchen market.



INSIDE PAINTING

An exclusive. All doors and drawer fronts painted inside as well as outside.



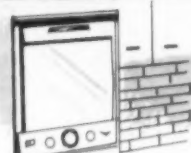
ROLLER DRAWER GLIDES

Nylon rollers on slide and drawer combine to produce finger-touch drawer action.



PLASTISOL SHELVES

Open view, heavy wire shelf coated with plastisol protects dishes and glassware.



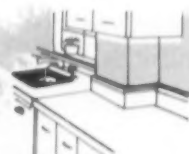
BUILT-INS

Units available for major brands of ranges, ovens, refrigerator-freezer combinations.



SPECIAL PURPOSE CABINETS

Designed to meet specific storage or work problems... are standard with GENEVA.



CUSTOM SPECIALS

GENEVA'S large specials department can produce any type of steel cabinetry required.



SINKS

GENEVA offers a complete line in porcelain, plastic or stainless steel sinks of highest quality.



CHOICE OF COLORS

Six distinctive colors in soft, easy to live with hues... plus white.



ACCESSORIES

A host of work saving accessories to delight the modern homemaker.



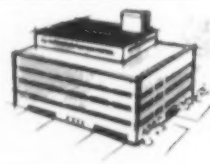
EXTENSIVE LINE

Permits tailoring a GENEVA kitchen to every preference... every budget.



FULL YEAR WARRANTY

It's GENEVA'S way of backing up its dealers and GENEVA merchandise.



STOCKING DISTRIBUTORS

Means prompt delivery to your jobs, prevents delays and disappointments.



NO TRADE-INS

To bleed you of profit... and the headaches of service calls are gone.



NATIONALLY ADVERTISED

GENEVA has been extensively advertised in leading magazines for years.



DEALER TRAINING

Every possible help is given you, the dealer, by distributor and factory experts.

EM-3-57

for complete details on the Geneva Kitchen line, write

CABINETS OF STEEL FOR LASTING APPEAL

GENEVA MODERN KITCHENS

Division of Acme Steel • Geneva, Illinois

Make PREWAY



your easy way into the *profitable built-in business* no other line is as easy to show, to sell, to install.



● Why pass-up the mushrooming big ticket market in built-ins, why wring your hands, or sit on them . . . when you can reach out and bring this highly profitable business your way with PREWAY, the pioneer leader with the greatest potential for you.

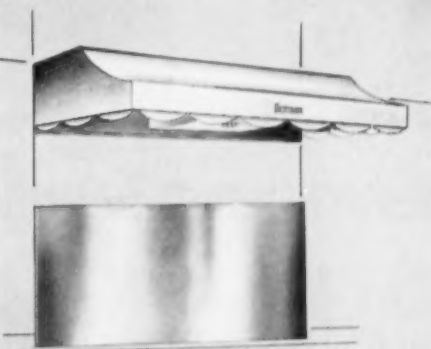
With this hard-hitting built-in line you can close sales with contractors or home owners. You'll find PREWAY loaded with beauty that adds luster to the kitchen, packed with functional features that are second to none,

and ticketed with price tags that give you the inside track. Even more, PREWAY provides the easiest method of installation — to save you and your customers many dollars of extra cost.

And don't think this isn't decisive . . . or why is PREWAY already No. 1 in the nation with gas, No. 3 in electric and now closing in fast! The coupon attached is for your convenience. Send it back, today, while you're thinking about it, for the full and happy facts.



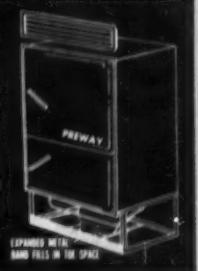
PREWAY Lubinet Cooking Centers, Gas and Electric — free-standing, all-steel units provide a modern, built-in kitchen without the cost or work of building it in. They're readily movable to new locations . . . combine with all standard cabinets, counters, sinks and appliances . . . require just 9 sq. ft. floor area. Available as a full ensemble or unit by unit.



PREWAY Inc.
9126 Second Street N.
Wisconsin Rapids, Wis.
Since 1917

One source, one responsibility for gas and electric Built-in ranges, range hoods, Built-in refrigerator-freezer, oil and gas heaters, wall and floor furnaces, electric heaters.

GRILL OPENING —
32 1/4" W. x 5" H.
OVERALL CABINET
OPENING — Refrigerator - Freezer - Compressor Unit — 32 1/4" W., 23 1/2" D., 68" H.
Easy does it . . . this all-in-one unit just slides in place — NO KITS, NO SPECIAL FRAMING, NO EXTRA LABOR COSTS.



PREWAY, INC.

9126 Second Street N., Wisconsin Rapids, Wis.

Please send complete information on your Built-In Appliances.

Name _____

Company _____

Address _____

City _____ State _____

In Philadelphia, buying begins at home



The Bulletin goes home...delivers more copies to more people every seven days in Greater Philadelphia than any other newspaper

Each year the people of prosperous Greater Philadelphia spend \$276,234,000 for home appliances. You can reach these people in the home, where the decisions to buy are made, when you use Philadelphia's home newspaper—The Evening and Sunday Bulletin. You can also give your advertising the added impact and greater realism of *R.O.P. spot and full COLOR*—evening and Sunday—seven days a week!

The Bulletin exerts a powerful influence on the buying habits of its readers. Philadelphians like The Bulletin. They buy it, read it, trust it and respond to the advertising in it. The Bulletin is Philadelphia's *home* newspaper.

Advertising Offices: Philadelphia, 30th and Market Streets • New York, 342 Madison Avenue • Chicago, 520 North Michigan Avenue

Representatives: Sawyer Ferguson Walker Company in Detroit • Atlanta • Los Angeles • San Francisco • Seattle

In Philadelphia nearly everybody reads The Bulletin



Photo Courtesy H. J. Scheirich Co.

For tomorrow's low cost houses

Stiglitz gives you top quality at lowest cost today!

Since experts predict that this year's building trend is toward lower priced homes, smart builders are going to carefully weigh the cost of every extra feature against its potential power of helping to sell the house. In spite of this close scrutiny, the kitchen will remain the most important single room in the home, and Stiglitz Ranges and Cooking Tops for 1957 let you offer your customers *more quality for less cost!*

STIGLITZ . . . OUT FRONT ALL THE WAY

You'll be offering them the *leader* because Stiglitz, America's oldest stove factory, was first with stack-on ovens . . . first to standardize ovens to the 24" module . . . first to reduce required installation depths for electric cooking tops and griddles . . . and first to make gas and electric ovens interchangeable. Send today for descriptive literature and new, low price list.

Some exclusive territories still available for appliance and building supply distributors. Write or phone today.

FEATURE STIGLITZ INFRA-AIRE BUILT-INS . . . NOW YOURS AT THE LOWEST PRICES EVER!

STIGLITZ CORPORATION • 2007 Portland Ave., Dept. E, Louisville 9, Ky.

You get ... *FREE* Listing *FREE*

when you tie-in with U.S. Steel's

KITCHEN PLANNING BOOK WITH KITCHEN DEALER LISTING

This year, to excite interest in kitchen remodeling, U. S. Steel will offer a comprehensive Kitchen Planning Book in "Kitchen Call" TV and newspaper advertising. Each book will include a Kitchen Dealer Listing. Your store will be included if you return the attached coupon by *April 15*.

"KITCHEN CALL" Promotion Kit

CONTAINS:

Idea Book

Giant Benefit Poster

Display Easel

6 Wall Flags

Reproduction Art
and
Newspaper Mats

IDEA BOOK

... a 6-page booklet that tells you how to make the most of "Kitchen Call." It contains sample ads, radio scripts, merchandising and display ideas.

See U.S. Steel Advertisements
on the Front and Back Covers of this
special section for the complete
story on "*KITCHEN CALL*"



Displays *FREE* Merchandising Plans

"Kitchen Call" promotion

GIANT BENEFIT POSTER

... this 22" x 56", 2-color poster can be hung in one piece on door, window, or wall ... or separated to create individual benefit banners.

DISPLAY EASEL

... a 10" x 14", 2-color adaptation of the "Kitchen Call" newspaper advertisement. It makes an excellent selling aid for your salesmen.

6 WALL FLAGS

... these 6" x 9" signs carry the promotion symbol and slogan in 2 colors. They have sticker edges so that you can fasten them to display cabinets, built-in appliances, walls and windows.

REPRODUCTION ART AND NEWSPAPER MATS

... one-column mats of the symbol and of the slogan are included in the kit—additional mats are available. The 6 selling illustrations included in the kit can be reproduced in any size you wish for advertising and displays.

This is the official "Kitchen Call" promotion symbol and slogan

CALL FOR A KITCHEN



Robert C. Myers, Director
Market Development Division
United States Steel
Pittsburgh 30, Pa.

EM 3-7

Please send me the free "Kitchen Call" Promotion Kit, and include my store in the Kitchen Dealer Listing.

Name

Firm

Address

City State

I sell the following brands of steel cabinets:

I sell the following brands of built-in appliances:



UNITED STATES STEEL
PITTSBURGH 30, PA.

KitchenAid has more to offer...



to you!

Fewer service headaches. Dealer records show less than 1% service calls on KitchenAid. It is the best performing dishwasher in the industry; it is easiest to install. The complete line of KitchenAid dishwashers for the

home offers a model to fit any kitchen installation—quickly and easily—regardless of plumbing conditions. KitchenAid offers a good dealer profit margin, with a proven product backed by one of the oldest and most respected names in the industry—Hobart! Truly...the finest made.



to your customer!

Performance—a dishwasher that gives her hospital-clean tableware automatically! KitchenAid is the only home dishwasher with Hobart revolving wash action—the same action that has proved so successful in the large commercial dishwashers serving the largest and finest hotels, restaurants and institutions in the world today. The circulated, electrically heated air of KitchenAid dries everything sparkling clean. KitchenAid gives her: beautiful decorator styling that is compatible with any kitchen...greatest capacity in standard space with special pull-out (gliding) racks (upper adjustable for extra tall stemware)

...complete safety for her most delicate china. And with it all she gets more time to spend with her family.

With KitchenAid you get a reliable product built by a respected manufacturer, which means greater customer satisfaction. What more could a dealer ask for?

Write to KitchenAid Dishwasher Division, Dept. KEM, The Hobart Manufacturing Co., Troy, Ohio. In Canada: 175 George Street, Toronto 2.

KitchenAid®

The Finest Made... by



The World's Largest Manufacturer of Food, Kitchen and Dishwashing Machines



Built-in Gas Ranges by Florence

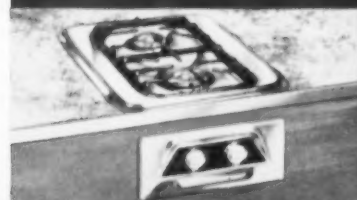
**WORLD LEADER
IN BUILT-IN
GAS RANGES**



5 Burner Built-In Counter Unit



4 Burner Built-In Counter Unit



2 Burner Built-In Counter Unit



**5 Burner "Governess"
Stack On Counter Unit**



4 Burner Stack On Counter Unit



**Automatic Oven Rotisserie with
Built-In Meat Thermometer**



**A Revolutionary Development in Built-Ins...
Florence Packaged Cabinet Oven-Broiler
and Stack On Counter Units**

As Easily Installed As The Ordinary Gas Range — Florence "Custom-Craft" Oven-Broiler units furnished with cabinet — making a free standing packaged unit — a new Florence contribution to the building trade. In addition, Florence offers a selection of packaged counter units — four and five burner stack ons complete with matching cabinet. The Florence packaged Built-In cabinet ovens and stack on counter units require no installation — they are as easily installed and set in place as the ordinary free standing range.

FLORENCE STOVE COMPANY
1154 Merchandise Mart Chicago 54, Illinois

\$10,000 or \$100,000 HOMES

There's a *Florence* That's Better For The Job!

7

DIFFERENT COUNTER UNITS

With any feature or color combination desired — 2 Burner — 4 Burner — 5 Burner

4

DIFFERENT BUILT-IN OVENS AND BROILER UNITS

With any feature or color combination desired — Free-Standing Packaged Cabinet Oven and Broiler or Standard Built-In Oven-Broiler Unit with or without Rotisserie.

OVER 1200 COMBINATIONS

A price for every need . . . a model for every need

MAIL COUPON NOW FOR INFORMATION AND PRICES on Florence Built-In Gas Range line for kitchen remodeling, development housing and custom homes.

FLORENCE STOVE COMPANY
1154A Merchandise Mart
Chicago 54, Illinois

Send complete information and prices on Florence Built-In Gas Range combinations.

Company _____

Your Name _____

Address _____

City _____ Zone _____ State _____

Dealers hail this great new way to the P·L·A·C·E

so much to sell... so little space needed to show it...
and here's how it works for you!

It's here! PLACEMAKER—the dynamic new sales-making plan that has become an overnight success across America! And with good reason!

Now, through American Kitchens' sensational plan, you cash in on every homemaker's prime need for more storage space. More places to put things. And PLACEMAKER enables you to satisfy that need by selling anything from a single cabinet unit to a complete modern kitchen!

For the first time, PLACEMAKER gives homemakers the opportunity to create their own "dream kitchen." They choose from perfectly matched cabinet sinks, smart new wall and base cabinets, AK Roto-Tray Dishwasher-Dryers,

AK Drop-In and Stack-On Ovens, as well as other wanted accessories.

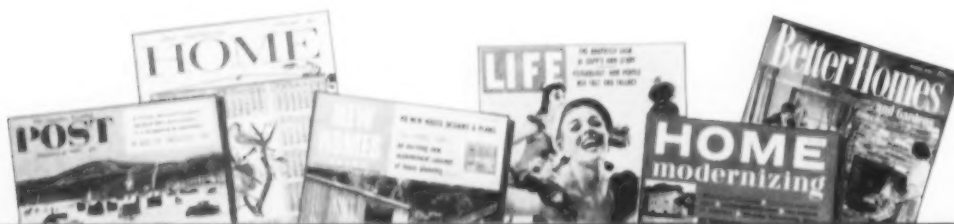
The PLACEMAKER plan turns wasted space into storage space. Builds the popular Classic White, famous "Pioneer," or stunning new "Woodhues" kitchens by simple, easy, inexpensive steps. And each purchase snowballs—unit by low-cost unit—into high-volume selling and big, big dollars for you!

Remember, this is *not* a loading program. It's a merchandise moving program that requires a minimum of inventory and sales effort while assuring you a maximum profit return. It will pay you to get the facts. Tie in with American Kitchens' proven PLACEMAKER plan—*today!*

with tremendous

action-maker support

Gigantic consumer campaign—90,000,000 readers!



NEWSPAPER ADS... BILLBOARDS... RADIO SPOTS...



MERCHANDISING KIT...



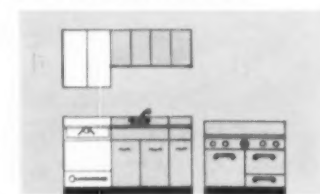
Contains reprints of newspaper ads, miniature billboards, high-powered consumer literature, national magazine merchandising aids... everything you need to sell more kitchens the PLACEMAKER way!



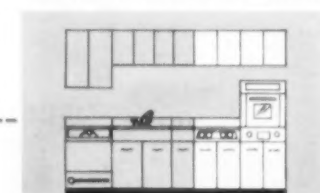
FROM THIS: A good kitchen—several years ago. But look at that out-moded sink and range. See all the wasted storage space. It's time for the PLACEMAKER plan!



TO THIS: Placemaker Sink Center. Plenty of room in under cabinet, side cabinet compartments, wall cabinets for basic kitchen needs. Sells for as little as \$1.00 a week.



TO THIS: Placemaker Dishwasher Center. AK Roto-Tray Dishwasher-Dryer holds day's dishes for family of 4. Wall cabinets for extra kitchen-ware. Sells for as little as \$2.32 a week.

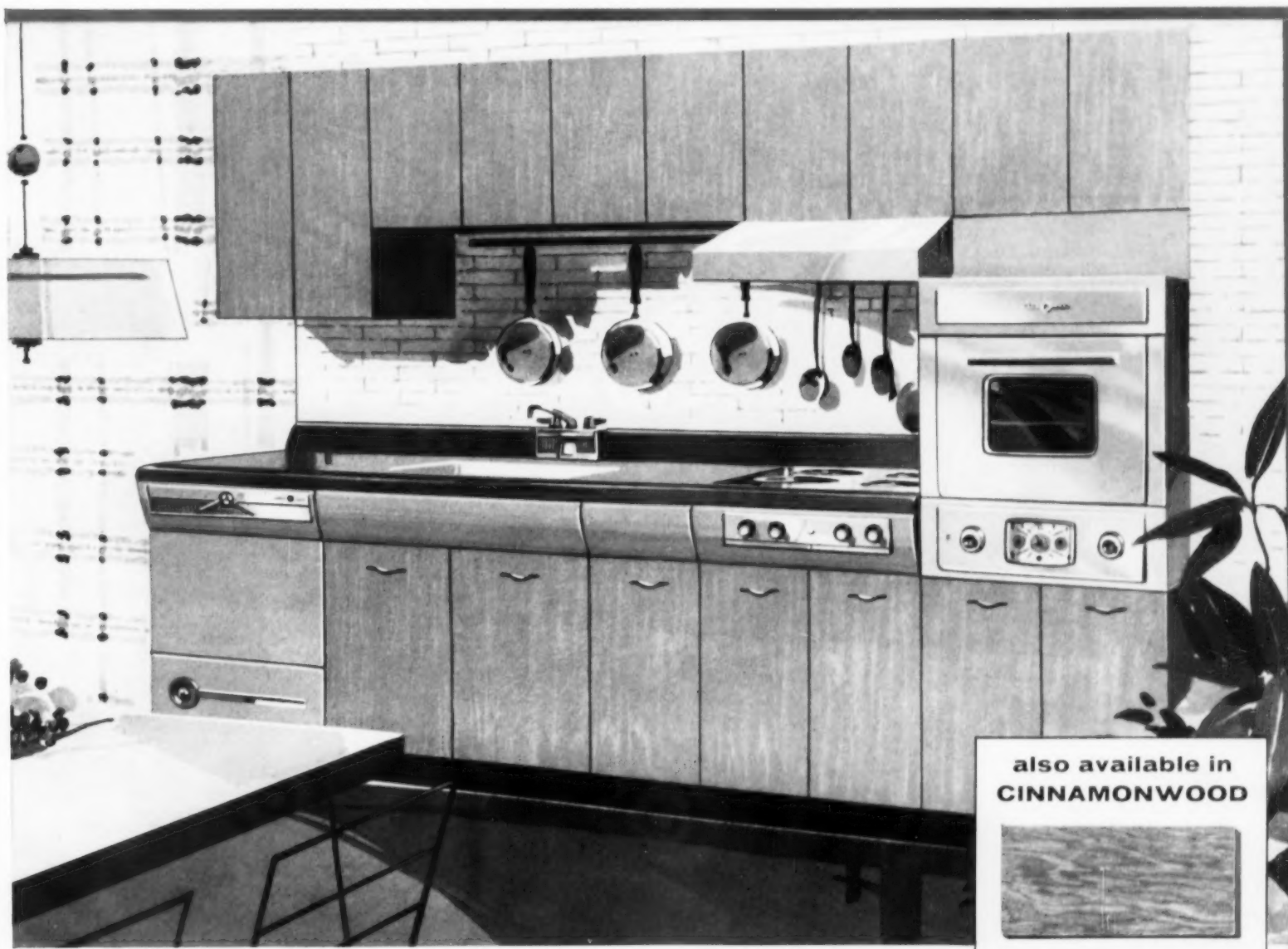


TO THIS: Placemaker Cooking Center. Cabinet bases for AK Drop-In Range, Stack-On Oven hold pots, pans. Wall cabinets store canned goods. Sells for as little as \$3.75 a week.

sell big volume of kitchens!

M·A·K·E·R plan

and introducing American Kitchens' new "WOODHUES"



NEW! THE "WOODHUES" PLACEMAKER KITCHEN—American Kitchens offers a beautiful blend of "Bermuda Beige" lifetime finish on durable steel, with choice of Honeywood or Cinnamonwood wall and base cabinet doors. Shown above is the handsome Honeywood combination.

MOST-WANTED FEATURES! Matching contour-styled cabinet sinks, wall and base cabinets. Countertops in nine new Formica colors. AK Roto-Tray Dishwasher-Dryer has exclusive Roto-Tray Action. AK Drop-In Range, Stack-On Oven give modern gas or electric cooking convenience.

Call, Wire, Write Your Distributor Today...

American Kitchens

DIVISION  CONNERSVILLE, INDIANA

**Roto-Tray Dishwasher-Dryers • Roll-o-matic Dishwasher-Dryers
Kitchen Cabinets • Food Waste Disposers • Built-In Ranges, Ovens**

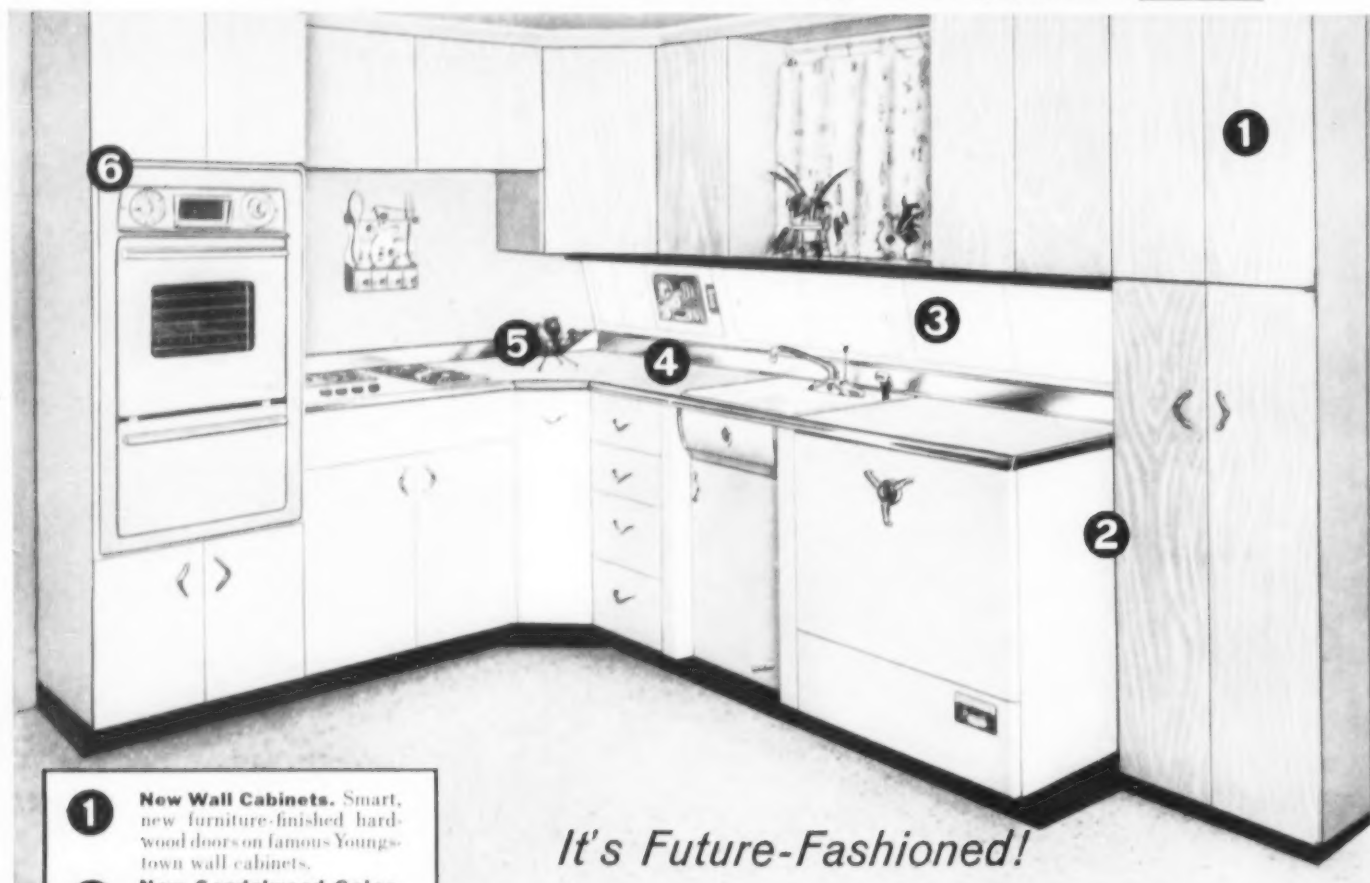
Also distributed in Canada by Moffats, Ltd., AVCO Mfg. Corp.

The Kitchen of the Future...To Build Bigger Sales Today!

MONTEREY

Youngstown Kitchens

Division of **AMERICAN-Standard**



- 1 New Wall Cabinets.** Smart, new furniture-finished hardwood doors on famous Youngstown wall cabinets.
- 2 New Sandalwood Color.** Subtle new wood-tone shade blends with every kitchen decorating plan and color.
- 3 New Pantry Cabinets.** Fingertip shelves use once-idle space between wall and base units.
- 4 New Larger Built-In Sink Bowl.** Highest quality Youngstown bowl installs easier. Priced to beat most ordinary drop-in bowls.
- 5 New Continuous Counter Tops.** Lustre Trim adjustable tops fit any length without metal sealer strips.
- 6 Two new Adjustable Built-In Oven Cabinets.** These low priced steel oven cabinets accommodate almost every gas or electric oven.

It's Future-Fashioned!

BACKED BY THE BIGGEST PROMOTION CAMPAIGN IN KITCHEN HISTORY!

- ★ **Introduced on TV Spectacular!** Saluting Kate Smith and starring the greatest names of stage, screen and TV. 85,000,000 potential viewers for this modern miracle show! On ABC-TV Network, Sunday night, April 28. Cash in on this biggest of all advertising bonanzas!
- ★ **Shown in Full Color Spreads in Life, May 13, and This Week Magazine, May 19.** 52,760,000 ready-to-buy readers will see these ads, fall in love with MONTEREY, look for it in your store!
- ★ **Sold in your own Local Newspapers under your name!** Yes! 73 Sunday papers across the nation will carry Monterey ads in full color! Get your name in your local listing, now!

TIE IN NOW! STOCK...FEATURE...DISPLAY MONTEREY

CONTACT YOUR YOUNGSTOWN KITCHENS DISTRIBUTOR NOW

Exclusive areas

now open!



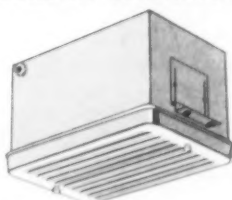
RANGE
HOOD

with built-in
ventilator

Choice of 3 beautiful finishes

COPPER-TONE BAKED ENAMEL * SATIN-FINISHED STAINLESS STEEL * WHITE BAKED ENAMEL

BUILT-IN VENTILATOR



Also available without hood
for ceiling installation

Features like this make sales easy

- Fast installation in old or new homes.
- Ventilator may be located as necessary to permit duct to pass between studs.
- Factory engineered wiring system.
- Radio-shielded motor—listed by U. L.
- Forces out hot air, odors, smoke and steam through outside wall or roof.
- Streamlined design for modern kitchens.
- Illuminates cooking area—lights mounted horizontally below hood to shade eyes.
- Permanent filter, removable for cleaning.
- Sturdy heavy-gauge metal with three durable finishes as listed above.

MAIL FOR PROFIT STORY

Hunter Division
Robbins & Myers, Inc.
2472 Frisco, Memphis, Tenn.

Send complete information to:

Name _____

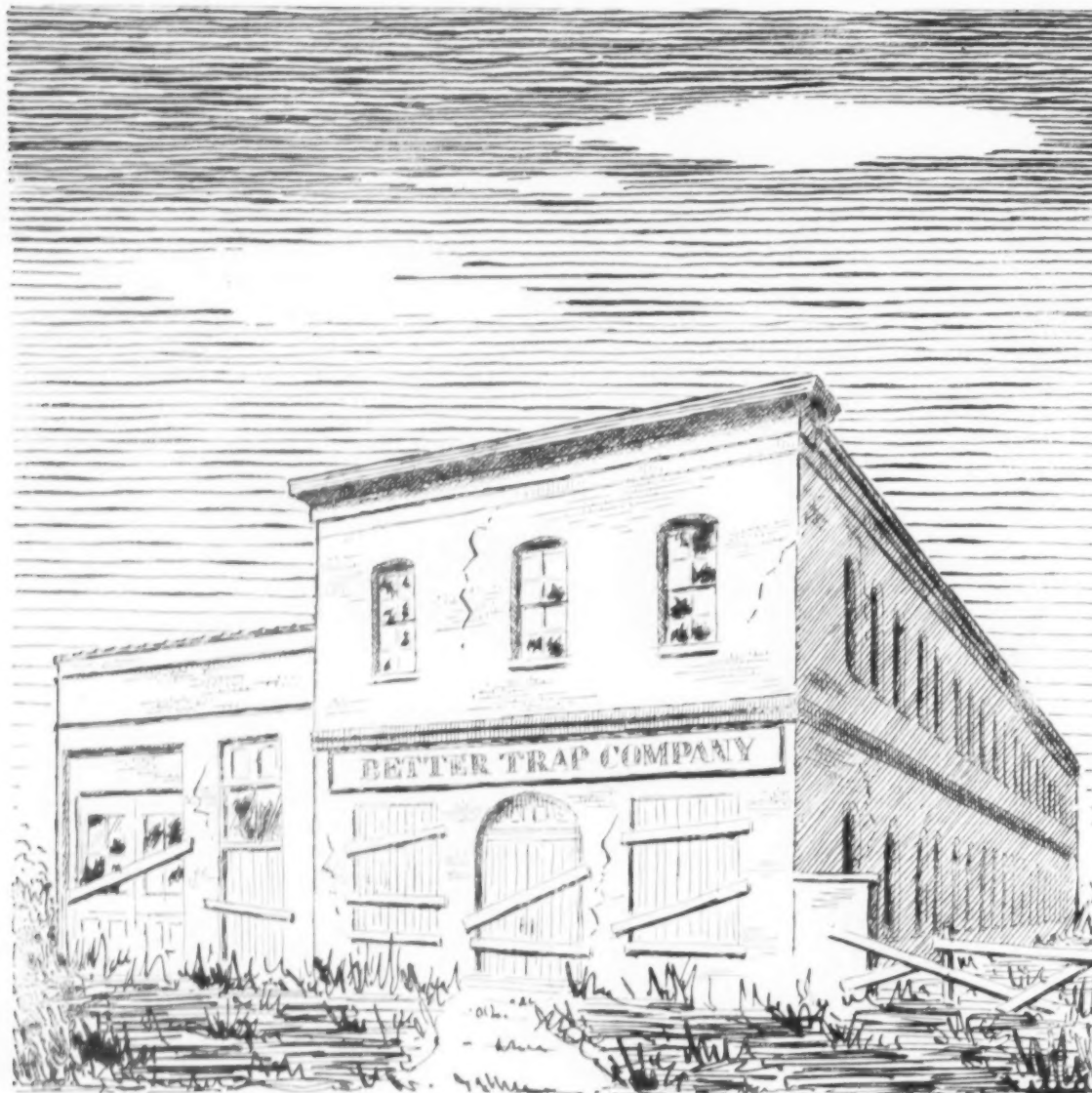
Company _____

Address _____

R & M - HUNTER RANGE HOOD

Backed by two of the oldest and best known names in ventilating equipment

HUNTER DIVISION—ROBBINS & MYERS, INC., 2472 Frisco, Memphis, Tenn.



MOUSETRAP, STEAM TRAP, SEWER TRAP

...it makes no difference

... the world *won't* beat a path to the door of the man who builds a better one *and then doesn't advertise it* so that people will know about his product, know where it can be bought and how much it costs.

Advertising benefits the buyer, too. It tells you the product story, makes it easy for you to buy. Even more important to you, advertising leads

to mass production and volume sales ... which means lower costs and lower prices.

Yes, "Advertising Benefits You" ... 'specially business-paper advertising.



ELECTRICAL MERCHANDISING

Here's why...you can make more money...selling **BEN-HUR**

America's Finest Freezer

BIG selection

most complete line of freezers in the industry

BIG performance

fewer service calls . . . fewer service requirements

BIG quality

every freezer must pass famous R.O.P. record-of-performance tests before shipment . . . most rigid test in the industry

BIG styling

excitingly beautiful . . . styled by world famous Brooks Stevens

BIG features

Flex-Flo Cover . . . Chariot Glow Warning Light . . . Desert Dri Construction . . . Safety Cold Control . . . many others

BIG promotion

two-color Ben-Hur advertisements will appear in 12 leading National Consumer and Farm Magazines . . . plus tested, proven local promotions

BIG sales

Ben-Hur is now America's Fastest Selling Freezer

BIG profits

priced right for real profits for you

"Built-In" Models
Individual, self-contained refrigerator and freezer units in Stainless Steel, Copper or with Custom Coloring.



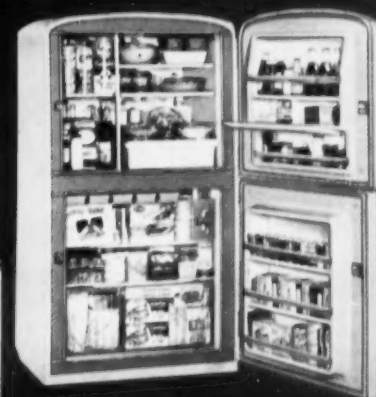
Upright Models ▲

4.2 cu. ft.
14 cu. ft.
18 cu. ft.



Chest Models ▲

9 cu. ft. 17 cu. ft.
13.2 cu. ft. 20 cu. ft.



▲
"Duet" Combination Models
A choice of 8 cu. ft. refrigerator and 6 cu. ft. freezer or 10 cu. ft. refrigerator and 12 cu. ft. freezer.

Largest Exclusive Manufacturer of Farm and Home Freezers



"THE TRADE NAME OF SATISFACTION"

AND NOW

A DIRECT TO CONSUMER TABLOID PROMOTION
with three BIG Traffic Building Sales Appeals

- 1 A Leader 2 A Tie-in Sales Closer 3 A Startling Value in a Traffic Builder

**tear
out and
mail
today!**

BEN-HUR MANUFACTURING CO.
Dept. L, 634 E. Keefe Ave.
Milwaukee 12, Wisconsin

I want to make more money selling freezers . . . send complete details.

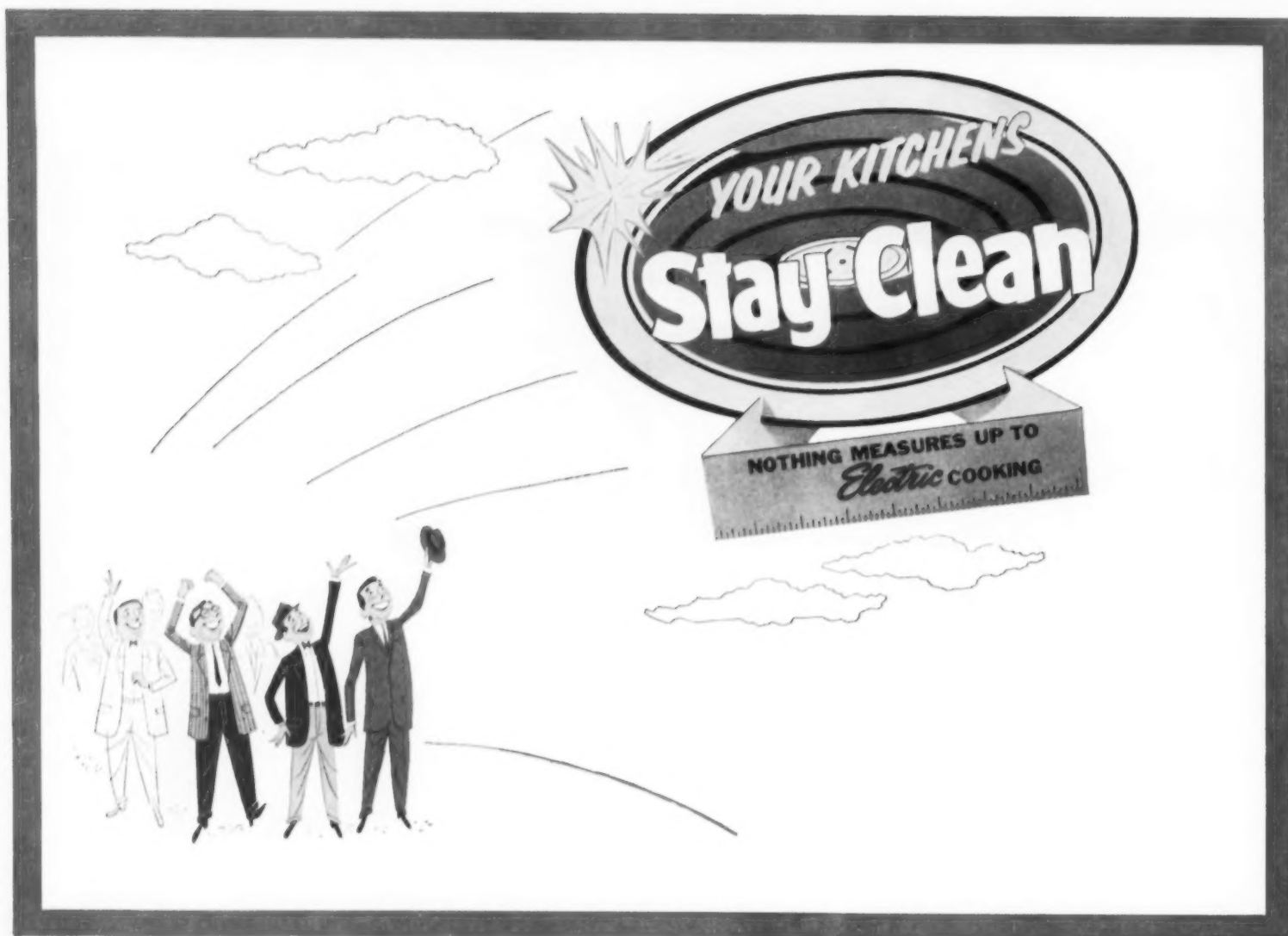
Name.....

Firm.....

Address.....

City..... Zone..... State.....

Tie in, AND YOUR ELECTRIC RANGE SALES CAN HEAD **SKY-HIGH!**



NEMA Electric Range Section supports utility industry promotion...

FOR A STAY-CLEAN KITCHEN,

NOTHING MEASURES UP TO
Electric COOKING

Electric Range sales are aiming for new altitude records this Spring—with the entire industry cooperating to boost them beyond what they've ever been before.

Everyone is in on it—manufacturers, distributors, electric power suppliers and dealers. The campaign period is March, April and May.

The keynote of the campaign is that "For a Stay-Clean Kitchen, Nothing Measures Up to *Electric Cooking*." The theme covers the features of the Electric Range—that it is clean, fast, easy and modern.

The point of sale promotion centers around a 16-piece kit and supplementary materials available through the power companies. The dealer display kit is printed in four colors. Large panel displays and newspaper mats are offered. Supplementing this program, for consumer education, is the new 1957

edition of *COOKING ELECTRICALLY* prepared by the NEMA Electric Range Section.

Appliance dealers can get further information from their local electric power company or electrical league on how to secure this material.

Important: It will pay you to find out from your local electric power supplier *when* they plan to carry this campaign, and when they will run their own newspaper advertising. Then you can run your own tie-in ads on the same page, the same day—and tie in on radio and television as well. *Let your efforts measure up to this campaign. Aim high for more Electric Range sales!*

THESE MANUFACTURERS URGE SUPPORT OF THE INDUSTRY ELECTRIC RANGE PROGRAM DURING MARCH, APRIL AND MAY, 1957:



ELECTRIC RANGE SECTION

National Electrical Manufacturers Association, 135 East 44th Street, New York 17, N. Y.

ADMIRAL • AMERICAN KITCHENS • FRIGIDAIRE • GENERAL ELECTRIC • GLOBE • HOTPOINT • KELVINATOR • MONARCH • NORGE • PHILCO • RCA WHIRLPOOL • TAPPAN • WESTINGHOUSE



NEW!

Caloric

VALUE-PACKED GAS RANGES WITH ROTO-ROASTER

HERE IT IS! A sparkling new series available in 20", 30", and 36" models. Spectacular advancements, skillfully integrated with the best features from current models, make this new Caloric Two series a real stand-out! Sure to be one of your foremost sales-sparkers.

NOTABLE NEW FEATURES:

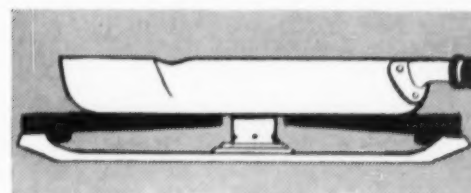
- **ROTO-ROASTER**—a new oven rotisserie for cooking moister, more flavorful meats. Offers your customers the fun of a barbecue any day of the year . . . in any kind of weather. Available on all 20", 30", and 36" models.
- **EYE-CATCHING CHROME**—adds sparkle to backguard and handles . . . sets off control dials.
- **ICE-BLUE BEAUTY**—on backguard is subtle, yet stylish. Bound to add even more sales-appeal!
- **LONG-LINE HANDLES**—in bright chrome. Easy to grasp, cool to touch. Snap off, and on, for quick, easy cleaning.

PLUS ALREADY-FAMOUS CALORIC FEATURES:

- **HI-SPEED TOP BURNERS**—all four giant 12,000 BTU top burners give fast, dependable cooking. Guaranteed for the life of the range.
- **BIG 4300 CU. IN. OVEN**—holds 35 lb. turkey. Non-tilt chrome racks . . . oven light. Oven door has newest silicone seal . . . non-fog window.
- **ALL PORCELAIN ENAMEL**—inside and out, from front to back, top to bottom. No wonder Caloric is America's easiest range to keep clean.

Yes, Caloric's Two series is NEW . . . but the slogan's the same! They're the best-looking, best-cooking ranges at the price your customers will find anywhere. Show them and you'll sell them!

CALORIC APPLIANCE CORP., TOPTON, PA.
RANGES • DRYERS • BUILT-INS • DISPOSERS



THERMO-SET TOP BURNER. Now more than ever a most-wanted cooking feature. It keeps food at the exact temperature set . . . makes every pot and pan an "automatic" utensil.

CALORIC APPLIANCE CORPORATION
DEPARTMENT EM, TOPTON, PA.

Please send me complete information on the new Two series!

Name

Address

City Zone State

NEED KITCHEN MERCHANDISING HELP?

**JOIN IN
U. S. STEEL'S
"KITCHEN
CALL"
PROMOTION
AND GET THESE
SELLING AIDS!**



GET YOUR "KITCHEN CALL" PROMOTION KIT TODAY!
SEND IN THE COUPON IN THE CENTER SPREAD OF THIS SECTION
OR WRITE TO: ROBERT C. MYERS, DIRECTOR, MARKET DEVELOPMENT
DIVISION, UNITED STATES STEEL, PITTSBURGH 30, PA.

UNITED STATES STEEL
PITTSBURGH 30, PA.

OVER 185 NEWSPAPER ADS

Big-space ads will show home owners how to test their old kitchens for efficiency and style—and will tell them to get a new steel kitchen if their kitchen fails the test. You can tie-in with this promotion in your local newspaper for maximum impact.

NETWORK TV COMMERCIALS

4 messages on the U. S. Steel Hour will urge people to "Call for a Kitchen Styled in Steel." Each commercial will be seen by over 25 million people.

STORE LISTINGS IN A FREE KITCHEN PLANNING BOOK

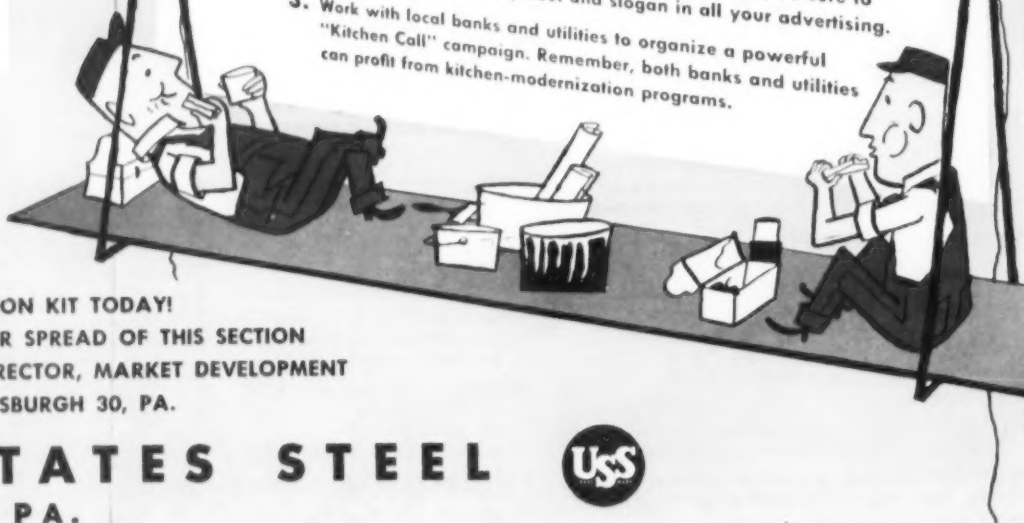
A free Kitchen Planning Book, prepared by a leading magazine editor, will be offered in all U. S. Steel advertising. Stores tying-in with "Kitchen Call" will get a free listing in this book—as the place to go to get kitchen planning help. Be sure your name is included—the deadline is April 15. Use the coupon in the center spread of this section.

FREE DISPLAYS AND PROMOTION PLANS

This Kit is the key to a good "Kitchen Call" tie-in. It contains complete plans to help you make the most of the promotion: suggested ads, store displays, a newspaper mat of the slogan and symbol, and art for a direct mailer.

3 ways TO PUT "KITCHEN CALL" TO WORK IN YOUR STORE

1. Set up in-store and window displays using the material provided in the free promotion kit.
2. Advertise steel kitchen cabinets and built-in appliances wherever you can, (newspaper, radio, TV, direct mail) during May. To take advantage of U. S. Steel promotional efforts, be sure to feature the promotion symbol and slogan in all your advertising.
3. Work with local banks and utilities to organize a powerful "Kitchen Call" campaign. Remember, both banks and utilities can profit from kitchen-modernization programs.





1 Even though they are impressed by sewing machine demo, customers often hesitate to buy because they know little about sewing.



2 So, Wheeler Appliance in Santa Ana, Calif., offers free lessons to purchasers. Lessons continue as long as customers wish.

Free Lessons Sell Sewing Machines

Wheeler Appliance Co. sells \$100,000 worth of sewing machines a year in Santa Ana, Calif., and the secret is simple: purchasers get free, individual lessons "as long as you need them"



3 The result is satisfied customers who are proud of their skill and who generate repeat business for the store.

LOCATED in a city with a population of 50,000, is an appliance dealer who is grossing over \$100,000 in sewing machine sales. The firm is Wheeler Appliance, Santa Ana, California.

This \$100,000 represents 40% of the total dollar volume for the store, and is secured with an advertising expense of only \$500 a year. Advertising consists of a few radio spot announcements, newspaper display in the local press, and considerable direct mail.

Satisfied Customers Help

The principal stimulus for this business comes from the firm's efficient "service" policies.

"Much of our business comes from our satisfied customers," explains owner Harry V. Taylor. "We do what other dealers just give 'lip service' to. We honestly give the customer excellent after-sale service. And every bit of it is given cheerfully."

One of the strongest—perhaps the strongest—features of this system of "after sale service," is a free sewing school. It is unique in that individual free instruction is given to the purchaser of a new machine. Instructive lessons are by appointment and are given during the course of the store's normal business hours.

Located in the store, the school is in a room of its own. Here are to be found all of the necessary items for successfully teaching the purchaser how to correctly operate the sewing machine, oil and care for it, follow patterns, cut out garments, do actual sewing, and so forth.

The instructor, Mary Felgen, has had many years of teaching experience. She is on a monthly salary—which is better for the store than if she were paid by the lesson. When paid by the lesson (or student), there is the tendency for the teacher to rush through the lesson to get to the next one. Under the

monthly salary, all the time needed is given each student.

"All the time needed" is no figure of speech. Every customer is entitled to as many free lessons as she wants, regardless of how long a time is involved. And each lesson is for that individual—there are no class lessons.

The fact that lessons are individual has been one of the strong points of Taylor's merchandising promotion. The women like the personal attention. It not only flatters them but they realize they learn much quicker.

School Sells Them

Salesman Ken Hughes emphasizes the individual instruction when giving his salestalk. "The idea of the school makes the prospective customer become vitally interested," says Hughes, "and it creates the desire to get her new sewing machine from Wheeler Appliance." (Continued on page 172)

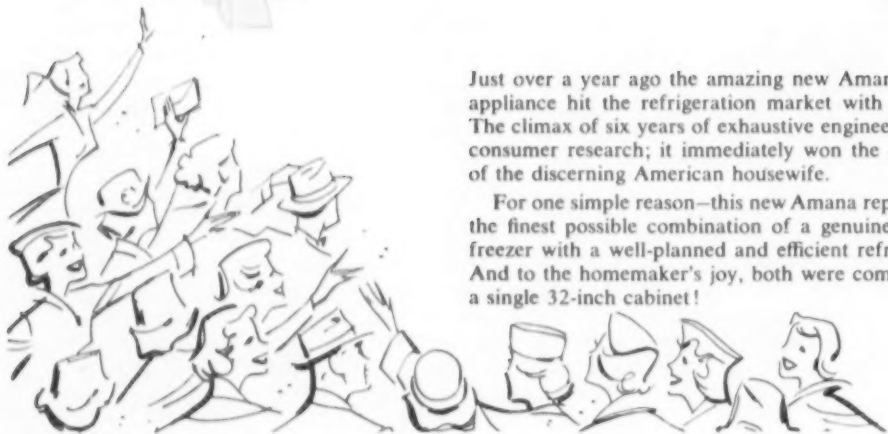
The Winning

Amana Exclusive 2-in-1 Appliance

Gets Rousing Consumer Acceptance!



Model FPR-18



Just over a year ago the amazing new Amana 2-in-1 appliance hit the refrigeration market with a bang! The climax of six years of exhaustive engineering and consumer research; it immediately won the approval of the discerning American housewife.

For one simple reason—this new Amana represented the finest possible combination of a genuine Amana freezer with a well-planned and efficient refrigerator. And to the homemaker's joy, both were combined in a single 32-inch cabinet!

Built *big* and built *best*—with finest quality material, toughest quality control possible—the Amana Freezer-Plus-Refrigerator is a superb appliance. Owner-users think so too... and don't hesitate to tell us so! Frankly, they are terrific salesmen, for—coupled with powerful Amana advertising—they do a powerful pre-selling job.

That's why more dealers each day find more buyers asking about Amana.

Read the survey facts on the opposite page. We know you'll agree, if you're not handling Amana Freezer-Plus-Refrigerators now, it's well worth your while!

Combination!

Survey of 5,000 Owners Shows Enthusiastic Endorsement of New *Amana* Freezer *Plus* Refrigerators!

We asked these owners of Amana Freezer-Plus-Refrigerators over 20 leading questions about their new 2-in-1 combination. There was no inducement, no reward, yet thousands took time to reply. On this page — from large and small families; high and low income groups; city, farm, and suburbs — are their enthusiastic answers!

First... Some Facts...

- 80% of the families had four people or less, many families went all the way up to 8!
(The Amana Freezer-Plus-Refrigerator fits all family sizes)
- 62% of the old refrigerators were under 10 years old
(and 20.6% under 5; the new Amana outmodes present conventional refrigerators!)

Next... Some Reasons...

- 82% wanted a Freezer and Refrigerator in the same cabinet
... and a whopping 41% needed more Freezer space!
- 34% just needed a new refrigerator and liked the Amana combination best.

Now... What Do They Think?

- 99.7% tell us their Freezer-Plus-Refrigerator has added convenience to their lives ... and here's how ...

| | |
|---|-----|
| Fewer shopping trips | 80% |
| Lots of food on hand at all times | 78% |
| Can buy in large quantities | 63% |
| Can prepare meals in advance | 31% |
| Can do large batch cooking | 24% |

- 94% — large and small families included, find their refrigerator compartment plenty big for their needs!

Yes, indeed, the owner-users of Amana Freezer-Plus-Refrigerators are happy people. And every day, they pre-sell more friends and neighbors ... *you can close these sales profitably!* Of course, you're backed by heavy Amana advertising in big books like Life, Post, Better Homes & Gardens, McCall's, Ladies' Home Journal, Look and Holiday: Plus power-backed newspaper promotions!

If you're not making the profit you'd like to from refrigeration, freezer, or air conditioning, why not get the Amana Profit story first hand. Over 8,000 happy appliance dealers have — profitably!

We'll be delighted to hear from you ... just mail the coupon below, or write: Sales Manager, Amana Refrigeration, Inc., Amana, Iowa.



Producers of World-Famous Amana Freezers "Guaranteed to Outperform All Others" • Freezer-Plus-Refrigerators • Built-In Freezers and Refrigerators • Room Air Conditioners • Central-System Air Conditioning • Deepfreeze® Chest Freezers

The words Amana and Deepfreeze are trademarks, Reg. U.S. Pat. Off.

AMANA REFRIGERATION, INC., AMANA, IOWA

ELECTRICAL MERCHANDISING—MARCH, 1957

Clip and mail
this Coupon **Now!**



Amana Refrigeration, Inc.
Amana 16, Iowa

Gentlemen: I'd like to know more about building profit with Amana. Send me information on:

☐ Freezer-Plus-Refrigerator ☐ Freezers ☐ Air Conditioners

Name _____

Address _____

City _____ State _____



YOU ASKED FOR IT!
UNIVERSAL'S Cleaning Twins are Back



WITH THE
Sensational "JUMBO-COMBO" Deal!

**Customer Gets Fabulous New
 Universal Floor Polisher Plus Choice
 of Cleaner—Both at a Price He'd
 Expect to Pay for Cleaner Alone!**



WITH THE PURCHASE OF

**The NEW
 UNIVERSAL *TURBO Jet 99*
 For '57**

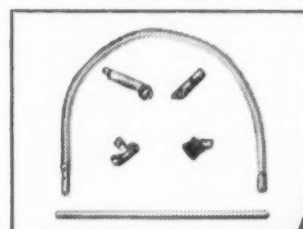
with the greatest DPAR
 (Delivered Power at Rug)
 of them all!



Color bright in tones of sunset coral trimmed with gold, this power-packed beauty gets dirt other cleaners leave behind—quickly, easily. Nothing could be finer for design and performance.

OR

**The NEW
 UNIVERSAL All-Metal
 Upright for '57**



Model 5740



Featuring the exclusive self-adjusting nozzle and powered to pick up the deep down dirt in rugs, this all-metal Upright is in a class by itself. Attachments optional.

**Contact Your Universal Distributor for Details on the
 Sensational New Unit Line Sales Plan and Self-Service
 Merchandiser Worth \$35—FREE To YOU!**

America's Most Complete Line of Home Cleaning Equipment



**Backed By Big Power-Packed
 Promotion in Leading
 National Magazines**

UNIVERSAL

LANDERS, FRARY & CLARK, NEW BRITAIN, CONN.

WHY DON'T THEY SELL **K**ITCHENS?

business. The most important thing for a dealer to remember is that if he becomes important enough he can put pressure on his distributor to straighten out. If you're producing business the distributor will listen to your gripes. They can't afford to lose good kitchen accounts.

FREEMAN: That's true. You'll never find a distributor competing with the dealer where you have a good active dealer. The distributor gets into the act only out of desperation when he sees a kitchen sale being lost.

BARBER: The kitchen distributor who wants a sound foundation for his business must direct his efforts mainly toward the modernization market. This is the slower path but the one which yields highest profit and the soundest future. To sell successfully in this market requires the help of many qualified, trained dealers. They can be trained only through the consistent efforts of the distributor. For a distributor to turn around and compete for a sale with one of these dealers would indicate a serious lack of judgment on his part.

RILEY: When they raise this objection dealers are, I believe, thinking more of kitchens in new homes rather than the modernization market. It is the latter which is virgin territory in most markets and holds the greatest profit potential. I know of none of our distributors—or any competitive distributor—selling kitchens directly to the owners of old homes.

HOWELL: I agree that dealers with this objection must be thinking principally about the new home market. It seems to me that most retailers recognize the fact that they cannot adequately handle builder sales. I'm talking about builders who build in volume—over, say, 25 houses a year. Selling to this type of trade requires considerable capital, warehousing space, credit extension, and a selling force that the dealer simply cannot afford. And the competition in this end of the business is terrific. . . . The profit margin for everybody involved is mighty slim. Now doing business with smaller home builders is, to a certain extent, quite different. Quite often the smaller builders are serviced by the lumber supply dealer—the man from whom he buys all his building supplies and who furnishes him credit. There's no reason why the retail dealer can't supply him a similar service, and with the increased interest in built-ins, the retail dealer might well give the small builder this service, probably at the same price, if he sets himself up to go after the builder business. Some dealers are doing it successfully. Overall, though, I would say that the kitchen business has less competition from either distributors and the discount houses than any in the home appliance field.

TO THE OBJECTION THAT: *There isn't enough volume in kitchens and the market in my area isn't big enough.*

THE DEFENSE REPLIES

MURPHY: As far as volume is concerned I think it all depends on how you look at it. If you're talking in terms of unit sales the objection is well taken. You won't find many dealers selling 100 kitchens. But if you're

(Continued on page 114)

ONLY PHILCO DEALERS HAVE IT!

LOOK AHEAD
... and you'll choose
PHILCO

Only
PHILCO
dealers have it!

PHILCO
Bendix
PHILCO CORPORATION

...*only*
in home



The Combination with a Four-Year Head Start. The Philco-Bendix DUO-MATIC combination washer-dryer is the most exciting appliance on the market. Two-thirds of all combinations in use are Duomatics. And the editors of Good Housekeeping magazine predict that "the new combination washer-dryer will out-sell *all other* washday appliances."

The Duomatic is the only combination that soaks, washes and dries automatically. Dries faster, operates more economically than any other combination.

Gas or electric at the same price. Special features include: pre-soak cycle, Water Miser, famous high-speed water heater. Four models to choose from.

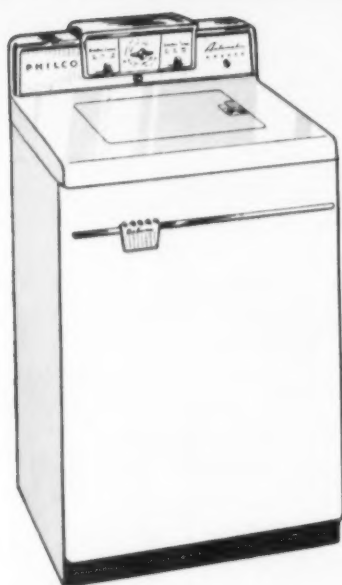


The Original Lint-Free Washer. The gentlest, most economical way to wash clothes. Washes with only 7 gallons of water instead of the usual 18 and it sheds lint every second of its washing cycle. Selling points include wide choice of water temperatures and Water Miser. Line contains the ECONOMAT, fully automatic promotional model that pulls customers into your store.

Matching dryers operate with high-speed airflow and controlled low heat for fast, safe drying. They're built with criss-cross baffles for uniform results. These fluff 'n tumble dryers account for a fifth of the market. Eight models to choose from.

LOOK AHEAD... *and you'll choose* **PHILCO.**

complete line laundry history!

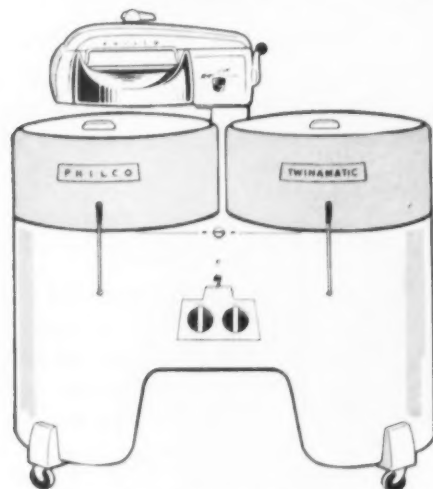


PHILCO-BENDIX AGITATOR

Automatics and Dryers

The Only Agitator "You Can't Overload." There isn't a finer agitator washer on the market. Exclusive "Ball Point Balance" does a 5 x 7 shag rug as easily as a lightweight sheet. There are no cutoffs . . . no half-washed clothes. Selling features include lifetime agitator . . . special wash cycle for delicate fabrics . . . water saver . . . temperature control.

Matching SUN-A-MATIC dryers have more exclusive features than any others on the market. Infrared radiation . . . fully variable temperature controls . . . easy-to-clean nylon lint trap . . . cycle-completion signal . . . simple servicing. Six exciting models to choose from.



PHILCO-BENDIX WRINGER

Washers

The Only Full Line of Wringers. You can reach any budget and make every sale with the full line of Philco-Bendix Wringer Washers. At the top of the line is the famous TWIN-A-MATIC, the washer that outperforms all others by delivering a tub of clothes every four minutes! Many fast-selling single-tub models, too!

All offer your customers cleaner washes, big savings in water and time. Rugged, smooth-action transmission is unmatched for long, trouble-free service. Exclusive aluminum agitator is a custom feature . . . can't chip or break to tear clothes. Unbreakable caster sockets. Lifetime porcelain tubs. Seven models to choose from.

Philco-Bendix Home Laundry Appliances are brought to you by Philco Corporation

LOOK AHEAD . . . and you'll choose **PHILCO.**

Only
PHILCO
dealers have it!

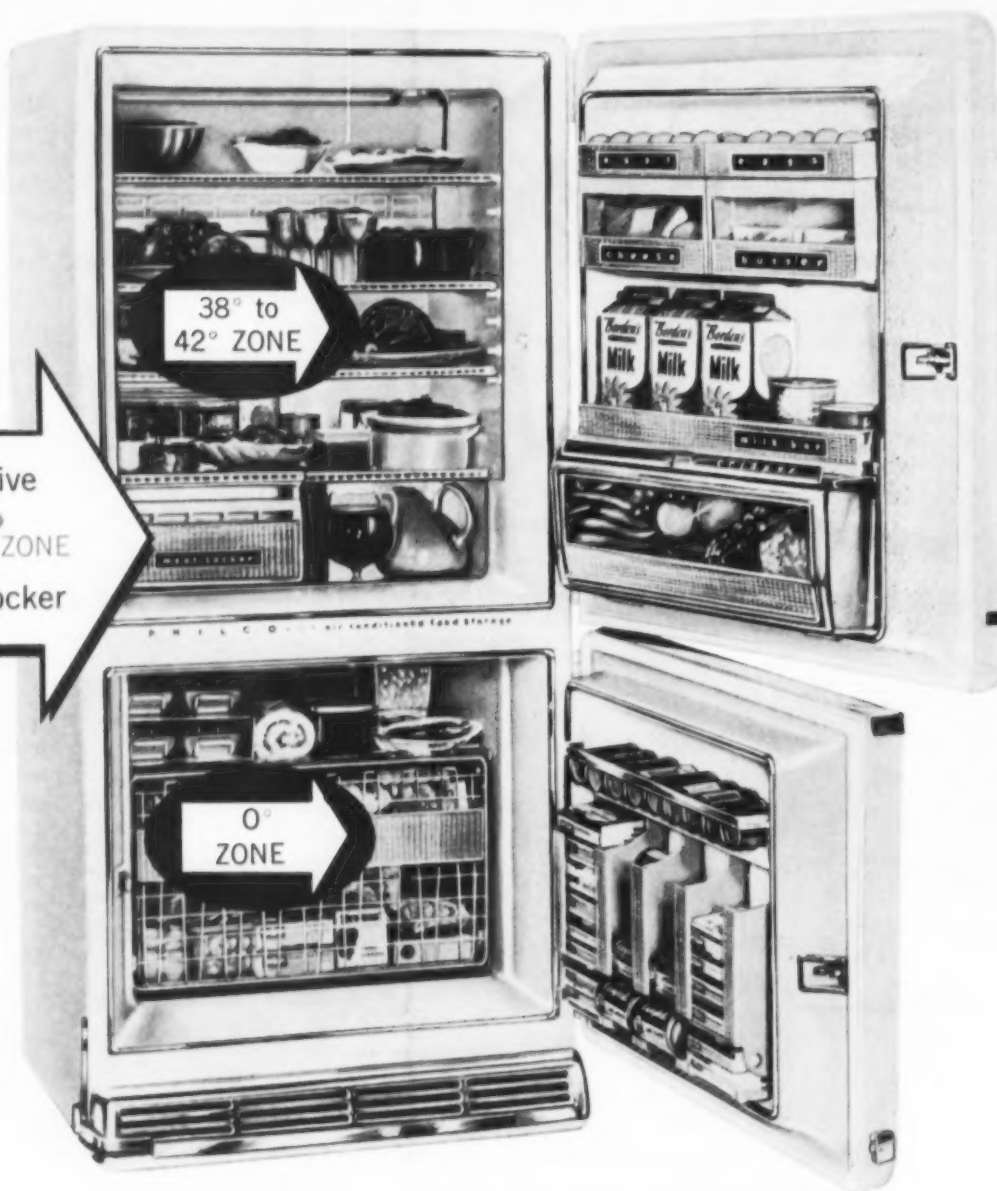
The revolutionary **"COLD"**
Keeps meat fresh

A
PHILCO
exclusive—
found
only in
1957
**SUPER
MARKETER**
Refrigerators

Exclusive
33° ZONE
Meat Locker

38° to
42° ZONE

0°
ZONE



LOOK AHEAD... and you'll choose **PHILCO.**

FLOW[™] Meat Locker

days longer without freezing!

Here's the greatest guard against meat spoilage since the refrigerator was invented. And it's a Philco exclusive, new for 1957!

The "Cold Flow" Meat Locker makes the Philco Super Marketer the first and only refrigerator to provide a special 33-degree zone for meat (in addition to an ideal 38° to 42° zone for other fresh foods, and a constant 0° freezer for frozen foods).

In Philco's separately refrigerated Meat Locker, even the most perishable meats stay fresh *days longer than ever before*. The "Cold Flow" Meat Locker was designed in accordance with storage recommendations of the National Live Stock and Meat Board, so you *know* it's good!

BIG HELP IN TRADING UP

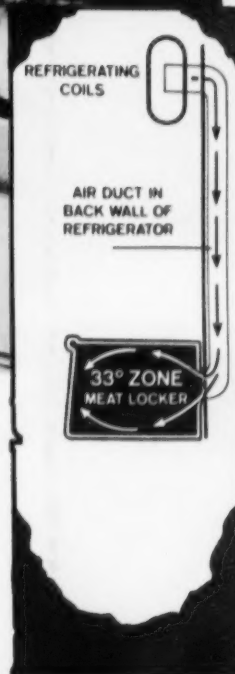
This powerful point of difference will be a tremendous help in trading up prospects to the big profit end of the big, new '57 Philco line.

TREMENDOUS PROMOTIONAL SUPPORT, TOO

The "Cold Flow" Meat Locker will be dominantly displayed (and pre-sold for you) in the greatest national and local advertising Philco has ever put behind a refrigerator!



COLD AIR, FLOWING FROM FREEZING COILS down through a special duct to the Meat Locker, provides a near-freezing "climate" plus carefully balanced humidity to *keep meat fresh days longer without freezing or drying.*

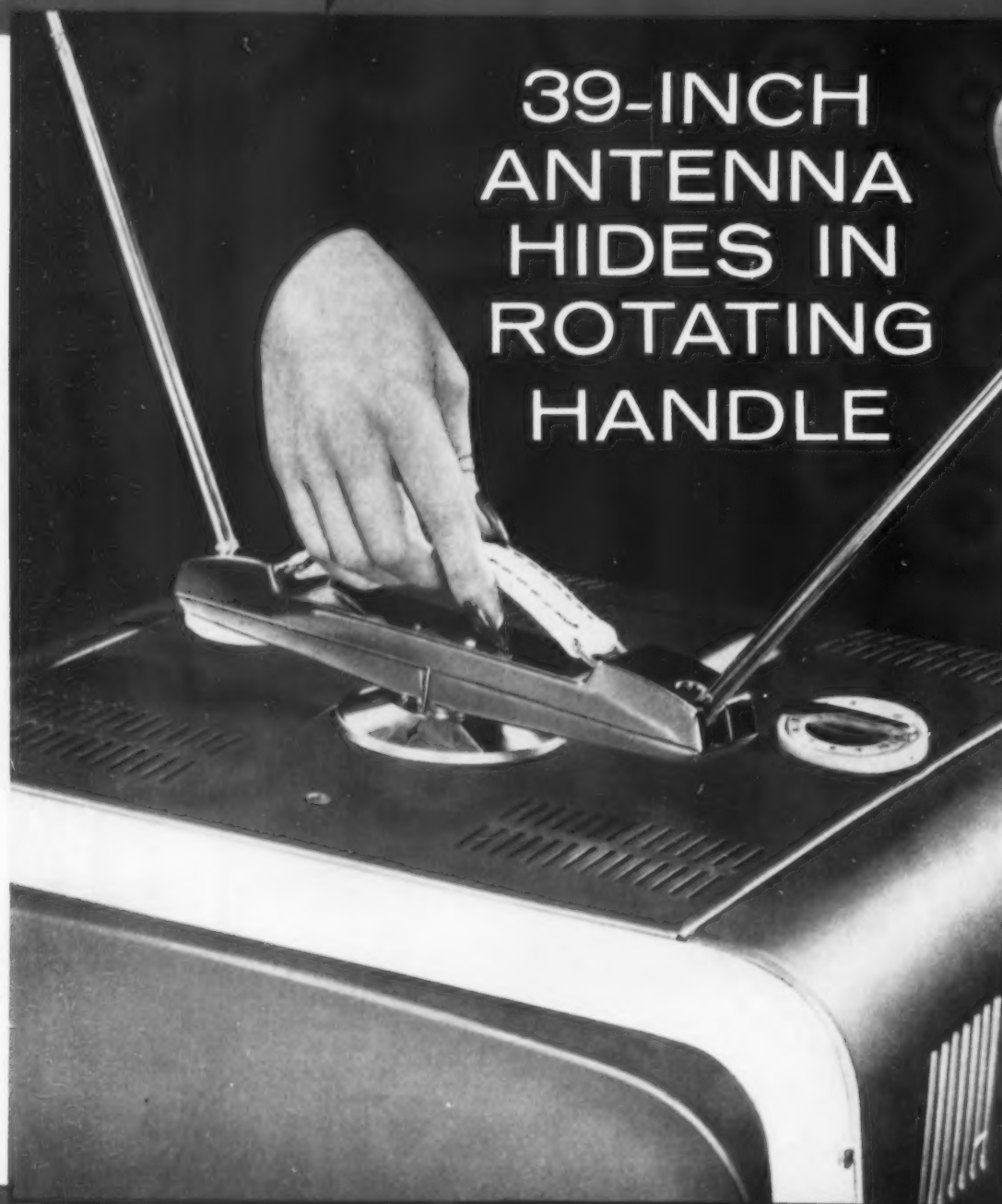


LOOK AHEAD... and you'll choose **PHILCO.**

Only
PHILCO
dealers have it!

Exclusive! New!
PHILCO®

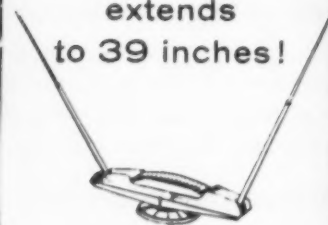
**39-INCH
ANTENNA
HIDES IN
ROTATING
HANDLE**



With antenna
concealed,
it's a 2-position
HANDLE!



Dipole ANTENNA
extends
to 39 inches!



ROTATES fully
to strongest
signal!



LOOK AHEAD... and you'll choose **PHILCO**

"Scan-Tenna"

TRADE-MARK PHILCO CORPORATION PAT. PENDING

PORTABLE TV

New big difference in portables, hottest sales feature in TV...

Here's big news — Philco's sensational new "Scan-Tenna"!

It's a carrying handle that locks in either of two positions. It's a dipole antenna that hides in the handle and pulls out to 39 full inches, 11 inches more than standard. And it rotates on a precision base to bring in the sharpest, clearest picture ever achieved in portable television!

Here's an eye-popping demonstration you can use to *close the sale*! Show people how this giant antenna comes right out of the handle. Let them *see* the picture improve as the "Scan-Tenna" rotates. To *show* it is to *sell* it!

"Scan-Tenna" is an exclusive Philco development. It's built into every new Philco portable. "Scan-Tenna" adds a new, electronically matched antenna system to an already superior performing chassis. It gets a big-set picture even in fringe areas where other portables get none...outperforms every other portable made.

Give your entire TV sales a lift with Philco "Scan-Tenna" portables! Five exciting models to step up with, in "Sportster 96" and "Seventeener" series. Grab the phone, call your Philco distributor NOW, find out how you can start cashing in TODAY!

5 EXCITING MODELS FOR STEP-UP SALES

"SPORTSTER 96"—
In 3 handsome
models, with big 90-
sq.-in. picture.



"SEVENTEENER"—
2 models, America's
fastest selling 149-
sq.-in. portables!

LOOK AHEAD... and you'll choose **PHILCO**

Only
PHILCO
dealers have it!

First and only radio
guaranteed
5 years!



T-7 transistor radio plays
on ordinary flashlight batteries
available everywhere



Philco scoops the radio industry with the first 5-year guarantee in electronics history. *And it costs you nothing!*

If any T-7 part fails from use within 5 years, the customer returns the set right to the Philco factory, and *we* replace the part, *not you!* No cost to you or your customers for parts or service for 5 FULL YEARS! The sensational T-7 operates on the least current, lowest voltage in radio, making it practically wear proof.

Here's a big-ticket item with no discount competition, no warranty problems, and no service headaches for you. Call your Philco Distributor now and put new life in your radio sales!

No batteries to buy for 1 year...

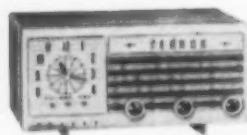
**PLUS FULL LINE OF CLOCK, TABLE,
AND PORTABLE RADIOS**



#810 - table model



"Silver Saddle" portable



#748 - clock model



#810 - table model

Patented surface
barrier transistor
developed by
PHILCO makes
guarantee possible



LOOK AHEAD... *and you'll choose* **PHILCO.**

Only
PHILCO
dealers have it!

The sales-appeal of
the 2 greatest thrills
in sound!



PHILCO PHONORAMA® III

beats custom high fidelity
...saves $\frac{2}{3}$ the cost!

Packaged high fidelity is the big, new entertainment market, with high volume, high profits for you! And Philco Phonorama III is the first true high-fidelity set that carries a realistic price ... puts high fidelity in reach of all.

Now every family is a logical prospect. No other set at any price can match Philco Phonorama III for components or performance! No set that claims to be in its class can match its

low, low cost of \$299.95! It's the leader of a great new line of Philco true high-fidelity instruments. All are built to one high standard of quality.

Crash the high-fidelity price barrier in your market with Philco and capture your share of the fast-growing high-fidelity business!

From \$109.95 to \$299.95.

The right price range for today's customer and your profits!

New! PHILCO STEREOPHONIC hi-fi

SPECIAL OFFER!

Library of
pre-recorded
STEREOPHONIC
TAPE FREE
WITH EVERY
SALE YOU MAKE

Every high-fidelity set owner is an automatic prospect for this new sound thrill! New, stereophonic Philco connected to a separate speaker system reproduces *true stereophonic* sound. This new Philco has all the versatility of the world's finest tape player-recorder.

Ask your Philco distributor about the special Philco "Get Started" offer you can make. With every sale you can give away a library of pre-recorded stereophonic tape FREE! Philco makes this offer to help you break into this fast-growing market. Philco Stereophonic Tape Recorder is priced at ... **\$219⁹⁵**



LOOK AHEAD... and you'll choose **PHILCO.**

Only
PHILCO
dealers have it!

BROIL UNDER GLASS

*Now...this luxury feature.
Even in medium priced
PHILCO electric ranges!*

A proven "extra" that makes
PHILCO the easiest range to sell!



Here's your greatest sale potential for 1957 — **Broil Under Glass** in the new feature-packed Philco electric range. This is the new development homemakers have been clamoring for — true, smoke-free broiling under radiant heat. It's a cinch to sell!

This powerful "plus factor" isn't confined to just the high-end range. You can boast luxurious **Broil Under Glass** in the medium-priced bracket, too. Your chances of higher profits, quick turnovers are better than ever!

Broil Under Glass is just one of the hot selling features of the exciting new Philco. It's got everything from the simplest-ever controls to fabulous Starflight styling.

You can't miss with the new Philco — it sells itself!

LOOK AHEAD... and you'll choose **PHILCO.**

Only
PHILCO
dealers have it!

The health-giving **IONITRON*** air conditioner

Most important (and salable) advance in the history of air conditioning



Result of 4 years' intensive medical and engineering research. Enriches the air with nature's health-giving negative ions. Rids homes of smoke, dust, pollen, odors!

Philco announces a new dimension in air conditioning — *Ionization*. Air contains both negative and positive ions. Scientists have found that air with a high concentration of *negative ions*, such as you get from the Philco Ionitron air conditioner, is definitely beneficial. Hospital tests prove that *negatively ionized* air gives quick relief to most people who suffer from hay fever and other air-borne allergies!

The Philco Ionitron Air Conditioner rids your customers' homes of dust, dirt, smoke, pollen, and objectionable odors. It is America's most advanced window unit.

Other great salable advances in '57 PHILCO Air Conditioners

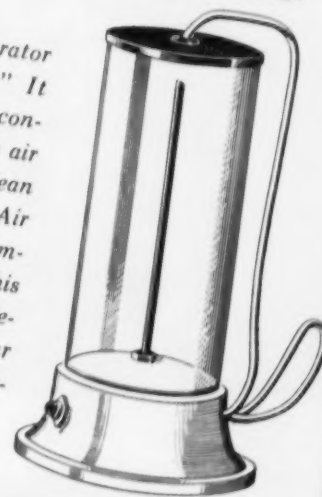
ONLY 7 MODELS fit almost every home installation (no overstocking!); new, wide range of prices; 230/208 dual-voltage units; models that operate on 115-volt house voltage; and Philco Air Conditioners give up to three times more draft-free cooling circulation!

Now is the time to see your Philco distributor. Do it today!

More people own **PHILCO** Air Conditioners than any other make!

Amazing Traffic Builder!

Philco Ionitron demonstrator makes smoke "disappear." It shows how the Ionitron air conditioner works to keep the air in your customer's home clean and fresh. Greatest Philco Air Conditioner advertising campaign in history will feature this demonstrator and help you develop store traffic. Ask your Philco distributor for full information. Call him today!



LOOK AHEAD... and you'll choose **PHILCO**.

ONLY PHILCO DEALERS HAVE IT!

IT'S THE MOST POWERFUL *full line* franchise in the industry! Don't wait. Call or wire your Philco distributor today. Look ahead... and you'll choose *Philco*.

WHY DON'T THEY SELL KITCHENS? (CONTINUED)

talking about profit that's another matter. Kitchens are a big-ticket, high-profit business. What they lack in unit volume they make up for in profit.

HOWELL: I hope we won't get confused over that term "volume". Volume in the kitchen business and in the appliance business aren't quite the same. The custom kitchen dealer who sells two kitchens a week—and I mean full kitchens—is a volume dealer. In fact, the dealer who sells one a week might be considered a volume dealer because this could mean gross sales of maybe \$75,000 or \$80,000 a year. But let's remember that a kitchen is not necessarily a large combination of cabinet sink and storage units, although that's where the specialty dealer is likely to find his volume and profit. A kitchen can be a lot less. In our business a kitchen is a cabinet sink plus . . . and the "plus" frequently is no more than one or two base cabinets and one or two wall cabinets. And that is exactly where volume sales can come from for the appliance dealer who falls short of being a full kitchen specialist.

FREEMAN: I think this volume argument is an excuse instead of a valid objection. All the dealer has to do is look at the dollar volume in the kitchen business and see how wrong he is.

BARBER: It would be our estimate that the annual volume of kitchen cabinets (steel and wood) and tops sold in this country is over one billion dollars. This would make the overall market larger than that of any major appliance except television and refrigeration.

REYNOLDS: Market analyses have proved that an estimated 4-million-plus kitchens are installed yearly. A big share—65 percent—falls to remodeling, which is dealer business. Most homes five years and older have inadequate kitchens.

BARBER: We say to the skeptical dealer, take a sampling of the older homes in your town—you will be amazed at the percentage that have out of date kitchens. And not just the older homes either. We are already converting kitchens in homes built since the war where the rise in personal incomes has made the desire for better kitchens a reality.

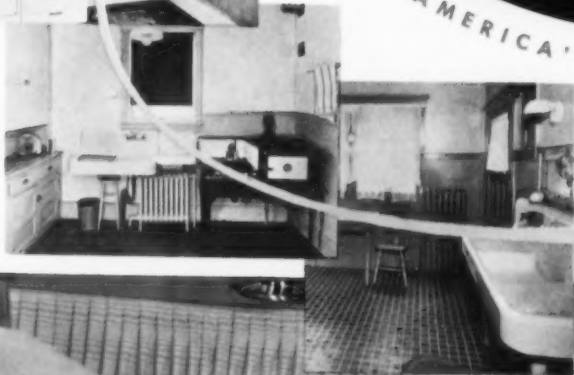
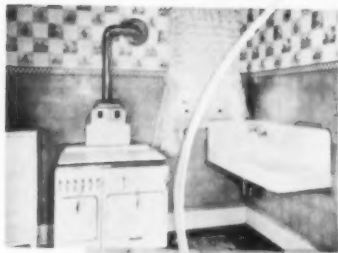
FREEMAN: The other day my kitchen specialist and I talked with about 150 women at a community center about kitchens, ranges, and other appliances. When we asked how many were interested in remodeling their kitchens, about a dozen hands went up. This is an area where the homes are from one to 15 years old. The market is there.

REYNOLDS: *House and Garden* reports that 79 percent of homeowners who are interested in remodeling express the wish to bring their kitchens up to date first. And according to *Parent's*, more than 70 percent of all homeowners do some remodeling.

RILEY: Dealers in metropolitan markets who raise these objections are just unaware of the volume of kitchen modernization that will be done in 1957. Our distributors can tell a dealer what the kitchen modernization potential in his own market is, based on extensive research carried out in 1956 by specialists retained for this purpose. In smaller cities the potential may not justify a full-time retail kitchen salesman, but in the larger cities of 100,000 or more there is usually a dearth of kitchen sales specialists.

REYNOLDS: Talking about the size of a given market I like to refer to the Marshall-Wells store in Hardin, Mon-
(Continued on page 119)

change **K.P.** *into kitchen pleasure with*



Beauty Queen
AMERICA'S MOST ADMIRABLE KITCHENS

* Kitchen Problems





check these useful kitchen planning pointers...



1 The three essential work areas, food preparation, cooking and clean-up, should be grouped in logical sequence and close together for efficient use.

2 The more compact the space, the greater the necessity for integral grouping as shown on the opposite page in the U and L floor plans, where adequate work counters do double duty.

3 Plan for at least four feet of free floor space in center of kitchen if you are placing your range and refrigerator on opposite walls.

4 Door to the kitchen should be located to provide a free flow of traffic through the kitchen without interfering with activities at your sink, range or refrigerator.

5 For adequate kitchen storage, try to plan a total of six square feet of shelf space for each member of the family. Include revolving shelves in corner base and wall cabinets to make useful storage of otherwise dead space.

6 Remember these standard dimensions in planning your kitchen; counter height 36", base cabinets 25" from front to back, wall cabinets are 13" deep and should be 15" to 18" above counter tops.

7 For safety sake, avoid placing a range in front of a window. If possible, place refrigerator closest to door you enter with groceries, etc.

8 If floor area permits, seriously consider incorporating your laundry as part or an adjunct of your equipment. A washer and dryer side by side require less than 4 feet of floor space.



choose your colors with care!

You're sure to find your favorite color in the Beauty Queen 12 color selection. Your Beauty Queen dealer will help you select matching or contrasting colors for pleasing beauty.

These lovely new colors are most practical, too.

From metal preparation, through the rust preventative operation, then spray painting and final high temperature baking, accurate quality control never before possible is now achieved by the most modern system of finishing yet invented. No other finishes have quite the same depth and smooth satin-like look of beauty.

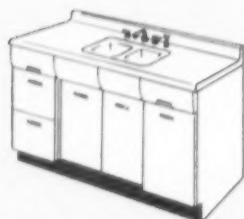
| | |
|----------------|------|
| Green | B-1 |
| Butter Yellow | K-8 |
| Surf Turquoise | K-10 |
| Bermuda Pink | K-3 |
| Green | K-5 |
| Birch Tan | B-2 |
| Autumn Rose | K-81 |
| Blossom Pink | B-11 |
| Village Green | K-80 |
| Lagoon Blue | K-7 |
| Sand Beige | K-9 |
| Cambridge Blue | B-12 |



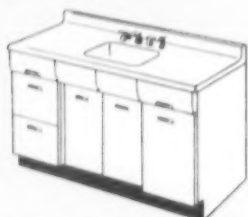


*Finest of all steel cabinets
to make your kitchen the most
admired room in your home*

SINK CABINETS



Models 72", 66", 60", with double sink compartments.



54" Model with double drainboards and single bowl.



42" Models available with right or left hand drainboards.



Compact 42" Model has sliding drainboard with deep and shallow bowls.

BASE CABINETS

Styles and sizes from 9" to 36" wide, lets you plan any arrangement of drawer, cupboard storage and work surface counter space.



These standard units are installed to give a custom built appearance.



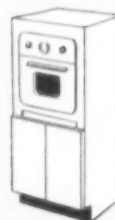
Corner base cabinet has revolving shelves.



Electric or gas cooking tops are easily installed in regular cabinets.



Cabinets for built-in ovens for modern design and extra conveniences.

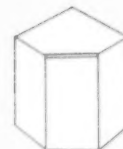


WALL CABINETS

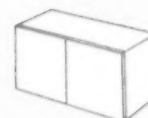
All wall cabinets equipped with adjustable shelves.



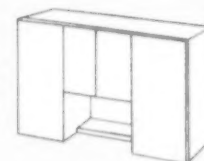
All are 13" deep. Available in heights of 12", 18" and 30".



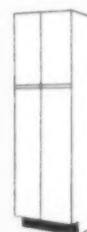
Widths are in 3" increments, from 12" to 42".



Special combination wall cabinet is 54" wide and 30" high.



Broom cabinets are 21" wide and 81" high. Can be equipped with shelves for added storage.



*Everything you have always
wanted for your kitchen*

TOLEDO DESK & FIXTURE COMPANY
MAUMEE, OHIO

WHY DON'T THEY SELL **K**ITCHENS? (CONTINUED)

tana, a dealer of ours. The population of Hardin and suburbs is 3000 and those suburbs encompass a 60 mile radius. Nevertheless Clarence Beck, the owner of the store, averages a \$700 kitchen sale per month and 50 sink sales a year in his limited market. If this dealer can make a profit on the kitchen business in his limited-prospect territory, there surely is a big enough market for kitchen sales in any area.

MURPHY: I don't think there's any market too small to support a kitchen dealer. Actually I think dealers are suffering from a volume complex which is the result of today's appliance marketing pattern.

HOWELL: It may be true that a market may be too small for a fully specializing kitchen dealer. But for the appliance dealer who finds enough appliance business in his area to support a store, the addition of kitchens can mean bigger figures on the profit side of the ledger. Especially if the dealer specializes in the "separates" idea—using the cabinet to sink plus idea without involving himself too deeply in installation and custom kitchen jobs. Any market big enough to sell appliances in is big enough to sell kitchens in.

TO THE OBJECTION THAT: *We're not big enough to coordinate kitchen planning sales and installations.*

THE DEFENSE REPLIES

MURPHY: This amuses me. Look at my own case. You can't find many smaller operations in the country. Ours is a one man show. And in most cases one (or at the outside two) men can handle it. We sell 28 kitchens a year. My goal is 36 or 37 and all alone I can handle that. And we're really a custom kitchen specialist—we do the complete job on planning, selling and installing kitchens.

BARBER: Or look at the national winner of our dealer of the year award for 1955. He was Thomas Bobbitt of Memphis. He won less than two years after he had opened his own store with just himself and his wife as the total personnel complement. He expanded only as his sales justified this expansion. With most appliance dealers their kitchen business can begin with the full time efforts of one well-trained salesman.

RILEY: It takes only one man to sell the kitchen and make sure the installation is satisfactory. The detail drawing, subcontractor estimating and actual installation can, and in many cases should be farmed out to others. There are many one-man kitchen specialty dealers. . . . Some have their wives or a part-time girl help out. The criterion should not be the size of the existing organization but rather the size of the market potential.

REYNOLDS: An estimated 90 percent of today's good kitchen dealers are one and two man operations. Size alone is not a determining factor in the success or failure of a retail kitchen establishment. Instead, it is a matter of training and knowledge. . . . To compensate for the time involved, dealers should remember that one kitchen sale includes a sink, base and wall cabinets and accessories at full 40 percent

margin, and very often is the springboard to the sale of many appliances.

DUPREE: We feel that any dealer who is big enough and capable of organizing and coordinating the sale and installation of major appliances can also accomplish the same in the sale of kitchen equipment if it's done on a smaller basis.

FREEMAN: There's some validity to this objection but the good distributor can help the dealer with his kitchen planning and other problems . . . if only the dealer will use the information available to him. Some of our best dealers are our smallest insofar as the physical size of the store and display are concerned, but they use our kitchen planning service and our kitchen specialist's guidance to help close each sale.

HOWELL: Any dealer getting into the kitchen business should first do some investigating and soul-searching. First I think the dealer must ask himself some questions. . . . Am I willing to work hard enough to get the business going. . . . Can I afford the time and investment. . . . Must I put on extra help. Then find out how much the manufacturer and distributor will do to help establish you in the business. Most will do quite a lot once they're convinced you mean business. Maybe you can handle only cabinet sink sales, or the cabinet sink plus idea. Once you've got your feet wet . . . you can make up your mind whether you want to go more extensively in the business and become a kitchen specialist. If you're not willing to grow in the business, you'd better leave it to someone who will.

TO THE OBJECTION THAT: *There's too much competition from kitchen specialists.*

THE DEFENSE REPLIES

RILEY: This may be true if "too much" refers to the quality of the kitchen jobs done by kitchen specialists when compared with the jobs some appliance dealers have tried to take on with their "left hand". If the appliance dealer will set up a separate department with separate manpower and accounting for the kitchen business, and make the necessary preliminary arrangements with contractors, finance firms and promotional plans, I believe that the shoe will be on someone else's foot and the kitchen specialist, in a few years, may be heard complaining of too much competition from appliance dealers.

REYNOLDS: The only advantage a specialist has is knowing the kitchen business. With the many training opportunities offered by cabinet manufacturers and distributors, any dealer may overcome that advantage by getting as well acquainted with kitchens as is the specialist.

MURPHY: Sure, they know more than you when you start. But the dealer acquires a certain know-how and "flair" as he learns the business. This puts your own personality stamp on your business. And when you've acquired it you can sell that know-how and that "flair".

FREEMAN: The only reason the specialist gets the business is that the average appliance dealer has no display, is
(Continued on page 122)

sell **REVCO**



Refrigerators and Freezers

First

Revco was first to introduce built-in refrigeration to the American public in 1954. Now, a tested and proved product, there are tens of thousands of delighted Revco owners throughout the land. This Revco first was recognized and hailed by leading home service magazines. Now, Revco introduces another first in built-ins—the Revco food preparation center.

Foremost

Revco's tens of thousands of installations have proved its high quality performance. Revco has engineered and designed fine refrigeration products since 1938 and this experience—more experience than the entire refrigeration industry—means the finest and farthest ahead built-in refrigeration products on the market today.

Finest

Kitchen dealers, architects and home builders agree that Revco is the only built-in refrigerator and freezer that fully solves *all* of the wanted built-in features: flexibility of location, choice of colors as well as stainless steel and antique copper—and now the new Revco Undercounter Freezer—new wood paneled doors—three kinds of refrigeration.

Free!

Send today for your complete Architects' Information Kit. Contains outstanding new kitchen ideas, layouts, Revco specifications and installation instructions. It's the complete built-in story in one convenient package.



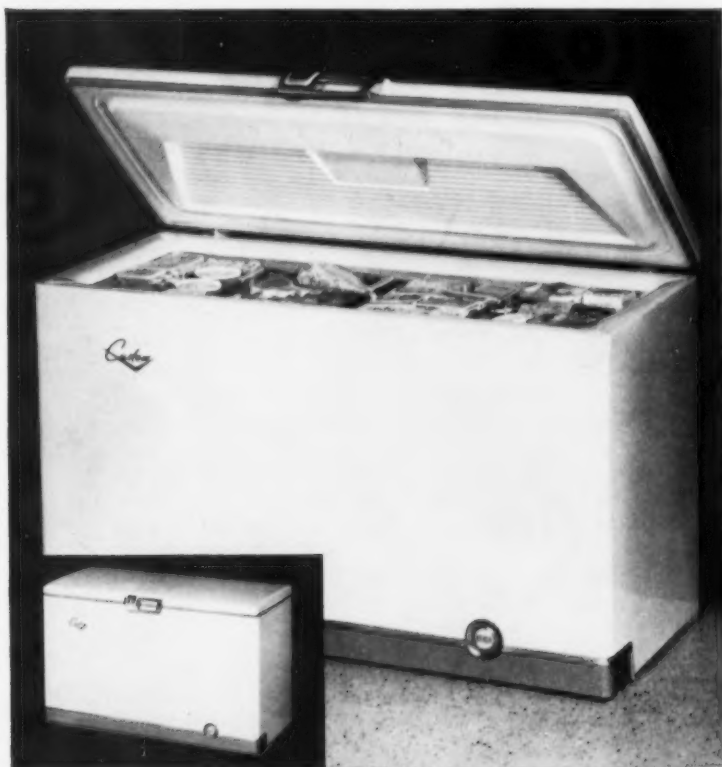
REVCO, INC.
Deerfield, Michigan
Gentlemen:
Please send me my free copy of the 1957 Revco Architects' Information Kit.

NAME _____
FIRM NAME _____
ADDRESS _____
CITY _____ ZONE _____ STATE _____

EM-37

To make a profit and keep it...

sell **REVCO**



CC-207 CUSTOM CHEST FREEZER: All-fast freeze interior—centrally located interior light—all-aluminum liner—non-conducting plastic breaker strip gives frost free top of cabinet interior—tight seal, safety lid—dry exteriors—space-saving design—3-way registered warranty.



CRF-187 REFRIGERATOR AND FREEZER: REFRIGERATOR: Fully automatic defrosting—giant pull-out crisper—pull-out shelves—deep-door shelf—departmentalized top door shelf—interior light. FREEZER: Larger ice cube tray section—pull-out drawers—drop-down drawer—auto-load frozen can dispenser—interior light—3-way registered warranty.

• **New Approach**

Get out of the rat race and go to the country. There, you, the independent distributor and dealer can breathe and live and grow. It's in the countryside market where most freezers have been and will continue to be sold. And—now—a great replacement market makes rural areas the best freezer market ever!

• **Powerful Demonstration**

You sell freezers when you make the convincing exclusive Revco faster freezing demonstration. It proves the advantages of aluminum tubing bonded to aluminum liner to provide the fastest, most economical freezer action known. Owners appreciate saving on electricity—up to 39%*.

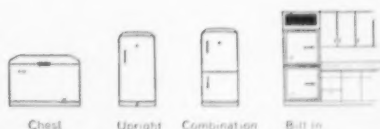
• **Profit Protection**

The Revco franchised dealer direct mail program automatically defines the market and identifies you as a Revco dealer. Completely frees you from "across the street" cut price competition on your Revco line. The Revco profit protection program will mean even more to you in 1957.

*90° room temperature test proved that Revco's 26 cu. ft. freezers use up to 39% fewer kilowatt hours of electricity per day, per cu. ft. than other makes tested.

SELL THE **Revco**

LINE



SETTING TRENDS IN REFRIGERATION SINCE 1938

ELECTRICAL MERCHANDISING—MARCH, 1957

Announcing

Revco

BEST-BUY TIME

PROMOTION
starting March 15th
an outstanding freezer promotion
to build traffic and make extra sales

DEALER PROFIT PROGRAM

REVCO, Inc.
Dept. EM-37, Deerfield, Michigan

I'm interested in getting advance information on the new Revco "Best Buy Time" promotion. And, tell me more about your Dealer Profit Protection Program.

Company name _____

By: _____

Address _____

City _____ Zone _____ State _____

disinterested, and impresses the customer with his lack of knowledge or interest in planning a new kitchen. Therefore, when the prospect goes to the dealer and inquires about prices on built-in ranges he may get the prices—but he also becomes skeptical of the dealer's attitude and knowledge of kitchen planning. So the same prospect finally goes to the kitchen dealer or specialist who sells not only the ranges but the complete kitchen. Then the appliance dealer complains he doesn't sell built-ins.

BARBER: The term "specialist" has come to mean loosely a store devoted strictly to the sale of kitchens and built-in appliances. Actually this is something of a misnomer. No store, appliance or otherwise, will become successful at selling kitchens without the services of a trained kitchen salesman or specialist. Once an appliance store includes such a man on kitchens, that store has actually become a kitchen "specialist" and should be able to compete successfully.

HOWELL: It's pretty generally true that the specialist is more apt to be concerned with the custom kitchen job. . . . There's plenty of business for the aggressive dealer who will devote himself to promoting and selling the small kitchen. And he can probably out-sell the specialist at the game. Actually, competition isn't always bad. The specialist who does extensive advertising helps you, too, because he serves to make the community more conscious of the kitchen and the need for new kitchens.

DUPREE: We know that the specialist is a competitor of the appliance dealer. However, the specialist is doing nothing more than what a good appliance dealer could do with the same approach and the same organization and concept of the business.

ers, however, must recognize that formal or informal training by the distributor or manufacturer is only the start. The dealer must make an investment to train his new salesmen in his (the dealer's) methods of doing business and then give the salesman time to train himself by experience.

REYNOLDS: Trained kitchen salesmen weren't born that way. They acquired their training through study and an interest in the business. They realized the high margin of profit, the lack of trade-in and inventory problems and the market potential. With this understanding they entered the kitchen business and soon became proficient at it. Present sales personnel of appliance dealers may do the same, thereby increasing their own earnings and the scope of their employer. Manufacturers and distributors have the facilities for training dealer personnel. By taking advantage of this training opportunity, dealers very soon will find that they have trained salesmen right within their own organizations.

HOWELL: One other thing might be pertinent here. The salesman who is given some incentive is more likely to develop into a real producing salesman. I'm talking about compensation. I've said that kitchen selling is more difficult than plug-in appliance selling, and more time-consuming. That means a salesman should be paid a higher commission than generally is paid on appliance sales. The profit margin on kitchen business allows it, and the dealer will make more money himself if he pays his salesmen enough to make the work worth their while.

FREEMAN: One thing more. In many cases the salesman does not get continued encouragement from his employer. He may return home from the factory training school full of enthusiasm and then he senses a lack of enthusiasm on the part of his employer. This dampens his spirits. This can be a mortal blow to developing good kitchen salesmen. End

TO THE OBJECTION THAT: *We can't find trained kitchen salesmen.*

THE DEFENSE REPLIES

MURPHY: That's for sure. There's only one solution—train them yourself. Fortunately, as I've already pointed out, you don't need a lot of manpower to get started.

HOWELL: They're not easy to find. This is a relatively new business; it's one that requires more knowledge than does plug-in selling, though not necessarily more skill. But a good appliance salesman can be made into a good kitchen salesman because he knows the basic approaches to customers. He won't make sales as quickly as he does plug-in sales. He'll have to work harder at it—but he can make more money at it, too, if he'll do a thorough job.

FREEMAN: There is available to the dealer who wants to be trained and wants to train his salesmen, expert information and training, not only from distributors but from the factory.

BARBER: In most cases the dealer is going to have to rely on the distributor and manufacturer to develop a kitchen salesman through their excellent training programs.

RILEY: Manufacturers who have been selling kitchen cabinets have conducted sales training programs at the factory and in local markets for years, but there is still a dearth of trained kitchen salesmen. . . . Deal-



"JUST INSTALLED A NEW EXHAUST FAN.
HOW'S THAT FOR SUCTION?"

there is only one . . .

SUPER REGENT

Woman's Friend WASHERS

FINDLAY, OHIO

OVER HALF A CENTURY
BUILDING GOOD WASHERS

MODEL 57-SRPT

in six beautiful
color combinations



1957 Hotpoint Are Designed for The



12.2 Cubic Ft.
**HOTPOINT
BIG-BIN MODEL**
With Two Doors

- No stretching for bulky bottles, no stooping for vegetables with Big-Bin
- Giant 91-lb. capacity freezer has 2-row juice rack, door shelf, light
- Fresh food compartment has Frost-Away automatic defrosting, 4-way shelves
- Rollers make cabinet easy to move for cleaning behind, beneath and beside it



Look to **Hotpoint** for the finest-first!

RANGES • REFRIGERATORS • AUTOMATIC WASHERS • CLOTHES DRYERS • DISHWASHERS • DISPOSALS[®]
WATER HEATERS • FOOD FREEZERS • AIR CONDITIONERS • CUSTOMLINE • TELEVISION

HOTPOINT CO. (A Division of General Electric Company) 5600 West Taylor Street, Chicago 44, Illinois

Whatever She's



18.6 Cubic Ft.
**GIANT-SIZE
REFRIGERATOR FREEZER**
With Large Freezer Below

- Giant 11.1 Cubic ft. fresh food compartment at eye-level . . . 256-lb. capacity true freezer below
- Big-Bin in door . . . shelves and juice rack in freezer door . . . freezer has baskets
- Two-Door model with foot pedal to open lower door . . . improved Dairy-Stor
- Touch-Open door latch on both doors . . . generous use of aluminum

Refrigerators New Way of Living!

Out Front With...

- Touch-Open Door Latches
- More Use of Aluminum
- Rollers for Easy-Moving Cabinets
- Big•Bin Convenience
- True Food Freezers
- 4-Way Shelves
- New Dairy-Stor
- New Out-Front Design

There's a Hotpoint Refrigerator with Out-Front design for every family need. Get in touch with your Hotpoint Distributor and get the full story on the full line.

Like There's a Model She'll Like!



11.4 Cubic Ft.
**HOTPOINT
EYE-HI MODEL**
With Freezer Below

- Refrigerator at convenient eye-level . . . 123-lb.-capacity food freezer below
- Dairy-Stor has spread-control Butter Bin . . . porcelain-on-steel Crispers
- Frost-Away Automatic Defrosting . . . all-aluminum shelving . . . handy meat tray
- Rollers make cabinet easy to move for cleaning behind, beneath and beside it



12 Cubic Ft.
**HOTPOINT
TWO-DOR**
Refrigerator-Freezer

- Giant 91-lb. capacity food freezer has 2-row juice rack and door shelf
- Four-way aluminum shelves glide in and out, can be moved up or down
- Dairy-Stor has spread-control Butter Bin, Cheese Keeper, Egg Shelf
- Rollers make cabinet easy to move



TOUCH-OPEN DOOR LATCH . . . opens doors with a touch, closes and stays closed with a gentle nudge. The door seals in cold more effectively than ever, yet can be opened from the inside, assuring safety for the curious younger generation.



NEW, IMPROVED DAIRY-STOR . . . makes ideal storage for butter, cheese and eggs. Has spread-control Butter Bin. Aluminum has been generously used to assure long life. Egg insert holds 15 eggs and is easily removed for cleaning.



4-WAY SHELVES . . . of sturdy rod-type aluminum, glide in and out to make all food easy to reach. Shelves can be moved up or down to fit individual storage needs. Can be completely removed for cleaning.

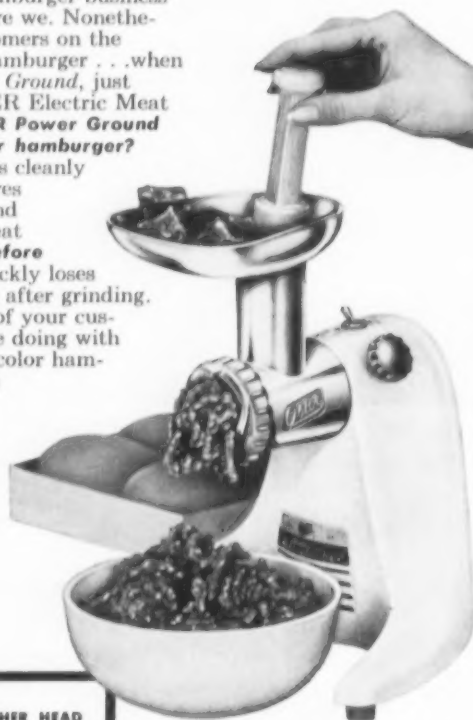


ROLLERS . . . on all four corners, with brake pedal, make it easy to move the cabinet for cleaning behind, beneath and beside it. Rollers are rubber cushioned. Cabinet moves easily back in place after cleaning is done.

HOW MANY HAMBURGERS WILL YOU SELL IN 1957?



No, you're not in the hamburger business . . . but then, neither are we. Nonetheless, we do sell your customers on the taste appeal of a better hamburger . . . when the meat is freshly Power Ground, just before using, in an OSTER Electric Meat Grinder. Why does OSTER Power Ground meat make better, juicier hamburger? Because it chops and cuts cleanly without tearing meat fibres . . . without mashing and squeezing out natural meat juices. Why grind just before using? Because meat quickly loses its natural juiciness soon after grinding. So, whet the taste buds of your customers, just as we will be doing with this taste tempting, full color hamburger illustration in ads appearing in the March issue of McCall's, April issue of Ladies' Home Journal and the June issue of Better Homes and Gardens. Watch for it! More than 14,000,000 subscribers will be seeing it, too!



ICE CRUSHER HEAD
Fits quickly and easily on to meat grinder power base. Crushes ice . . . fast as you can feed it . . . to nine different chip sizes, electrically. Perfect for mixed drinks, relish trays, cocktails, many other uses.

FREE! Full color blow-ups and I-Beam Displays of magazine ads . . . catalog sheets . . . imprinted folders . . . newspaper mats . . . radio and TV spots. See your local OSTER distributor!

John Oster
MANUFACTURING CO.

Dept. C, 5047 N. LYDELL,

Milwaukee 17, Wis.



CAN OPENER HEAD
Also, fits on Grinder power base. Opens all shapes and sizes of cans with the flick of a switch. Leaves smooth, safe edge. Strong, magnetic pick-up holds lid after cutting. Blade easily removed for cleaning.

Kitchens from an Annex

CONTINUED FROM PAGE 83

is a bedrock backlog of older homes to make the business really pay off. We've three kitchen remodeling firms in the immediate area, and yet, the comfortable backlog will be with us for years, with enough business to go round for all. Then too, the incomes of our local people are such that when they decide to approach a major remodeling job there is no particular hedging on price."

"We Started Small"

At the start of Ulrich's jump into the kitchen business General Electric constituted the major line of built-ins handled. With \$10,000 (you've got to lose that much before the business is rolling") and a mock-up of a model kitchen in their appliance store, Ulrich started out.

"It wasn't long before we discovered that a display in our main store wasn't the advantage it might have seemed," says Ulrich. "Too often it only served to detract from the customer's interest in an appliance which they had come to see. And in many instances we would go to the trouble of drawing up plans for these people only to find that they weren't really interested. So we made the happy decision to divorce our appliance and kitchen operations from one another."

Big Business Today

Today, Ulrich's complete kitchen operation is located in a two story annex five blocks from the main store in Ridgewood's primary business district. Here, on the main floor, the firm has erected mock-ups of the lines they now handle. These include two

wood lines, Mutschler, and Woodmode, and Geneva, General Electric, and Republic to round out the steel end of the business.

"Now," according to Ulrich, "we have the advantage of being able to sift our prospects who appear interested in kitchens at the main store. And, when a family drops in at the annex of their own accord we can be sure that their interest stems from something other than mere curiosity. They've come with kitchens in mind, and we can answer their questions in an atmosphere tailored for just this kind of sale."

Shuttle Service

For patrons showing interest in kitchens at the main appliance store, Ulrich makes a habit of shuttling those who look like live prospects the five short blocks between the appliance operation and the kitchen annex. Here too, he has discovered that when a person is willing to go out of their way in this manner to look over his model kitchens that a very real opportunity exists to close a sale.

Just how well Ulrich's rather startling philosophy of divorcing the appliance and kitchen ends of his business works can best be pointed up in his own words.

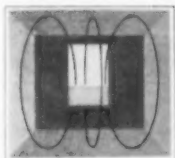
"Whereas most customers in the main store trended towards our model kitchen, only a small percentage of sales materialized. Now with an annex solely devoted to the sale and promotion of kitchens we find that a good 65 percent of our visitors can be closed. For us it has proved one of the most advantageous moves we have (Continued on page 128)



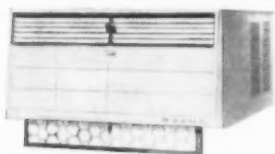
"IS HE PULLING THAT GAG ABOUT THE WORLD'S SMALLEST TRANSISTOR, AGAIN?"

SELL THE BRAND WITH SO MUCH MORE TO SELL!

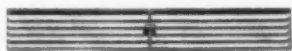
*Only FRIGIDAIRE Room Conditioners
have all 8 of these important features:*



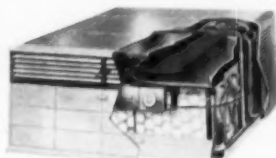
Full Capacity Cooling—full rated capacity, factory-tested and rated in compliance with ARI (Air-Conditioning and Refrigeration Institute) Standard 110-56.



Split-Minute Filter Replacement—easy as changing your favorite record; no tools needed, nothing to take off or apart. Big, big filter removes more dirt, dust, and pollen.



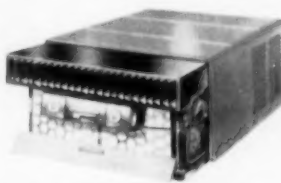
Magic Guide Air Control—a Frigidaire exclusive that circulates cool comfort to every corner of the room or allows selective pin-point control of the cooling pattern.



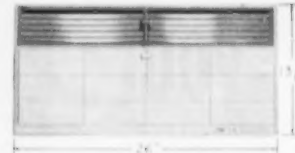
Angle-Flow Air Silencer—another Frigidaire exclusive... special design allows increased free flow of cool air, reduces air noise to a whisper.



Simplified Control Panel—two knobs do the entire job, give easy, full control; built-in Comfort Selection Thermostat maintains desired temperature.



Slide-In Installation—ends installation problems. Trim cabinet mounts easily in window or wall...unit slides in, as easily as closing a dresser drawer—slides out for "in the room" servicing.



Sheer Look Low Silhouette—functional styling doesn't steal window space. Allows more see-out, light-in area.



Certified Quality and Performance—Frigidaire certifies that every unit released must pass a series of rigid tests and inspections (in many cases exceeding ARI standards) to assure quality construction, economical performance, quietness and full-capacity cooling.

*Only Frigidaire Room Conditioners have
Certified Quality and Performance, Full Capacity,
Functional Sheer Look Beauty and a Full Model Line*



For the Sellingest Season Ever...
GO FRIGIDAIRE

With Frigidaire Room Conditioners there's so much more to sell. A complete line of advanced, feature-packed models—designed, built and performance-tested to meet any cooling need, all with functional, low-silhouette beauty of the Sheer Look. Truly a room conditioner worthy of the great name it represents.

New Showroom "FACT CENTER"

Spotlight the A-B-C's of room cooling with this brand new Frigidaire merchandising and display program. The traffic-stopping Summer Comfort Fact Center, fact tags, window banners, in-store displays and direct mail allow Frigidaire quality features to almost demonstrate and sell themselves. It's all backed up by powerful national and local advertising, everything you need to build the *Sellingest* room conditioner season ever. Contact your Frigidaire District Office or write FRIGIDAIRE DIVISION, General Motors Corp., Dayton 1, Ohio.

HIKE

your

'57

profits

with

Homko

power

mowers!

6

big reasons show you how:

- **PAID** full page color ads in your town's Sunday newspaper supplements! **YOUR NAME LISTED FREE!** Slashes your advertising expenditures!
- **PAID** giant key-market newspaper ads! **YOUR NAME LISTED FREE!** Keeps ad costs down ... keeps your profits realistic!
- **SENSATIONAL** Dealer Demonstrator Plan doubles your selling power! Gives you demonstrator mowers at extra low cost! You pay no penalty for the best way to sell ... demonstration!
- **NATIONAL ADVERTISING** in the major homeowner magazines! You get the added benefit of major brand name recognition ... acceptance!
- **COMPLETE LINE OF POWER MOWERS**—power-propelled reel and rotary models, power and hand lawn sweepers, power edger-trimmers, loads of profitable accessories! **EASY SELL-UP WITH HOMKO!**
- **REVOLUTIONARY ENGINEERING TRIUMPH**—all rotary mowers feature the "SWING-A-WAY" FLEXOR BLADE that prevents drive shaft damage, makes ordinary rotary mowers obsolete!

**NEW
THE THUNDERBIRD
MODEL RA-222
22"**



Power-propelled Heavy-Duty Trimmer-Type Rotary Featuring 2 Speed Transmission, 2½ Hp., 4-Cycle Briggs & Stratton Engine with Recoil Starting.



"Homko for '57—Bigger Than Ever!"

Phone the Homko Distributor Nearest You, or Write

Homko

MANUFACTURED BY
Western Tool and Stamping Co.
2725 Second Avenue • Des Moines 13, Iowa

The World's Largest Producer
of Power Lawn Mowers

Kitchens From an Annex

CONTINUED FROM PAGE 126

made in our seven years of kitchen work."

Two-Pronged Operation

Harold Forrest, co-owner and secretary of the firm doubles as manager of the annex. In addition, it is Forrest who makes estimates, does the actual drafting of plans for a remodeling job, prepares the firm's weekly advertising in local newspapers.

Forrest believes, based on his own early experience in the business, that most of the trouble experienced by the neophyte is a result of underestimating the job in the original quotation. Ulrich's net profit on kitchen sales runs to around 22 percent, which he feels should be the average to justify the headaches and problems encountered in the business.

"Even so small a detail as a countertop too large to go through a doorway can be a headache," says Forrest. "We know, we had just that sort of thing happen in the early days. Now we go about things in a less anxious manner. If on the basis of my preliminary examination of the kitchen to be remodeled I spot a point at which difficulties may arise, I make sure that our plumber, electrician and carpenter are there to look things over. That way we're sure when we've made our estimate that we won't trip over some improbable bit of minor work that will eat into our profits."

What Sells Best

In Ulrich's operation wooden cabinets have proven prime favorites for the consumer, although the firm has found that since the introduction of color in steel units the ratio is closing to a more evenly matched balance.

"There are advantages to each," states Forrest. "When door fronts on steel units need refinishing it is a simple matter to take the door off and respray it in our facilities downstairs. Wood cabinets, on the other hand, are always lipped, and in order to do a complete job on these not only the door front but the surrounding casing must be refinished. We explain all these advantages and disadvantages to our prospects and let them make the decision. As it works out at the moment our installations stand at almost the 50-50 mark with wood having a slight edge in customer preference."

How well Ulrich is doing with wood built-ins is amply illustrated by the fact that this spring, his firm, in conjunction with Mutschler, will open a display in Built-in Age, a New Jersey showcase for

home builder's products similar to New York City's famed Architects Sample Bureau. From this display it is probable that he will derive remodeling jobs from areas remote from his present sphere of activity.

Don't Stop At Cabinets

One basic philosophy in Ulrich's thinking has been that sales of unit cabinets can be counted on to lead to repeat sales in accessories. To keep up with a sales demand that nets \$4,000 yearly in extra sales, the firm stocks a fairly complete line of such parts as vegetable baskets, sifters, tool bars and similar items. Forrest lumps this particular activity in with his advertising efforts, feeling that a client with an Ulrich kitchen who returns for accessories will mention this feature of the service to friends and neighbors.

On the whole a large proportion of Ulrich's business stems from just such word of mouth advertising by satisfied former clients. This has resulted in business for the firm in areas as far distant as New City, N. Y., north of Ridgewood, and an area to which it is improbable that his weekly advertising message in the Ridgewood News circulates.

What about builder sales? Ulrich estimates that only a small percentage, perhaps five percent, of his kitchen business is directed into these channels. And, this percentage is done exclusively with custom rather than speculative builders. Most recent example of this type of work done by Ulrich was in the exclusive local Powderhorn Estates, all homes in the \$60-\$100,000 class, and in which he did the work on 18 of the 19 installations. While not avoiding the builder jobs Ulrich has found that the profit ratio on these is substantially lower, and in consequence devotes most of his effort towards the more remunerative single jobs which yield up to 25 percent in the majority of jobs he has taken on.

Financing

While he does have local arrangements for financing, Ulrich has found that in most instances customers prefer to do their own financing when necessary. Basically he thinks that this stems from the fact that most prefer doing business with their own bank where credit has already been established. "It saves paper work and cuts corners for us this way," says Ulrich, "so unless we are pressed to do so we prefer to have the work handled in this by the customer himself." End

modern



announces
the
NEW

"Suburban"
economy automatic
**WATER
SOFTENER**

**Another outstanding addition to the
outstanding Modern softener line.**

Water softening is a hot and growing market—and here's the hottest item in the market today! Here's something new, improved, different! You can sell it along with any water-using appliance to get an add-on sale, with very little increase in the customer's monthly payments.

Tremendous Potential Market—More and more people want soft water. It's still almost a virgin market—with tremendous volume potential. The dealer who starts with a good line like Modern can build his business and his profits. Every time you sell a water-using appliance, sell a Modern softener to go with it.

A Real Automatic at Moderate Price—The new Modern "Suburban" is a fully automatic unit at a price far lower than that of most good automatics. It's quality equipment. You can depend on it to keep working, and to keep your customer satisfied. You can depend on it to make money for you. Generous profit margin! Ample sales tools to help you build sales.

Ask your distributor. If he doesn't handle the Modern line, mail the coupon.

Look At All These Features!

- Fully automatic—with dependable timer. Just set it and forget it.
- Handsome contemporary design—fits in with modern appliances, in the finest utility room, kitchen, or playroom area.
- Choice of new decorator-color panels—a hot new selling idea that gives you something to talk about.

- Completely simple, positive operation.
- Never cuts off water during regeneration.
- Simple and economical to install.
- Latest-type high-capacity resin makes the softener compact and efficient.
- Electronic tank-finishing process gives special "hard wear" coating.
- Plastic-lined tank—10-year warranty.
- Large brine tank—seldom needs filling.

DISTRIBUTORS: Some good territories still open. Let us tell you about the advantages of getting into the water softener business with the Modern line. Please write or phone.



MAIL THIS COUPON

modern Water Treatment Division
Geo. Getz Corp., 2316 Twenty-third Ave., Rockford, Ill.

EM-37

Send me full information on the "Suburban" and the Modern line.

Name _____
Company _____
Address _____
City _____ State _____
My wholesaler is _____

**PROFITS ARE A BREEZE
WITH THE NEW 1957**

Porta Cooler®

PORTABLE EVAPORATIVE COOLER



CONCEALED
GRIP-HANDLES

DESIGNED FOR
COMPLETE SAFETY

ATTRACTIVE
TWO-TONE
COMBINATIONS

STAND
with casters
(optional)
\$3.95 RETAIL

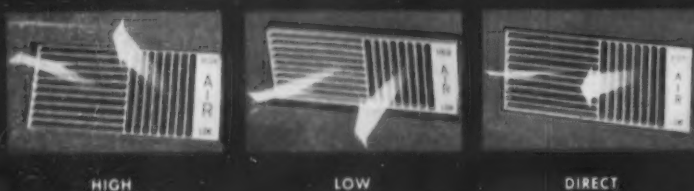
The only evaporative cooler at this price with the 1/15 H.P. motor and the 3-directional grille.

Porta Cooler is equipped with AIROTOR, the largest type of blower wheel used for any portable evaporative cooler. AIROTOR combined with 1/15 H.P. motor provides higher velocity of air for healthful, refreshing comfort in rooms and offices. Designed for dual performance, Porta Cooler operates with or without water. . . . With water, it becomes a handy humidifier or evaporative cooler . . . Waterless operation makes Porta Cooler an air circulator or exhaust fan.

STILL
PRICED
AT AMAZINGLY LOW

39⁹⁵
RETAIL

FINGER-TIP CONTROL: ADJUSTABLE GRILLE FOR 3-DIRECTIONAL BREEZE.



Write for Complete Catalog

Manufactured by **RABAR Inc.**
2304 HUNTINGTON DR., SAN MARINO, CALIFORNIA

Builders Buy

CONTINUED FROM PAGE 85

Although Bentley works full time with builders and home owners, the store's other three salesmen are well-informed on G-E's built-in line and can assist prospects who visit the store.

No elaborate display is maintained. It's impossible, says Edmondson, to display much variety in built-ins. It's not necessary, either. He has two kitchen models set up so that prospects can see the advantages of a built-in kitchen—compactness, convenience and beauty. Edmondson believes that once convinced on these three points, home owners are their own best designers. They prefer to set up their own kitchen centers on the basis of their new home plans.

Edmondson maintains an inventory which runs between \$30- and \$35,000.

Trade Journal Advertising

Because he works primarily with builders and through these builders the home owners, no general newspaper advertising is done. The store confines its advertising of built-ins to ads in local builder journals, direct mail and telephone calls. Occasionally, Edmondson takes part in home shows. He puts his yearly advertising and promotion costs at close to \$2,500.

What's the advantage of a dealer handling built-ins in the Edmondson manner?

"I think it's an opportunity to increase profits without too much expansion. Perhaps the major expansion item is for warehousing space. I purchased a good sized building behind my store and use it for both built-in and free standing appliances. As for floor space, most dealers can get by with 14-20 feet of wall space. That's a little less than I now use. The built-in displays are on one side of the store, but close enough to my other appliances so that the built-in prospects are exposed to our other home appliances and vice-versa.

"As for the service department, I have four men. My appliance business was founded on service and in order to assure top service, a fair-sized, efficient staff is a necessity. Builder sales help to pay for such a staff and provide it with the work to make this end of the business profitable.

"Last but not least is the fact that with manufacturers' heavy promotion of kitchens, dealers can take advantage of heavy national advertising and housewives' kitchen-consciousness. It's a profitable business if a dealer goes into it slowly without trying to bite off more than he can chew," Edmondson concludes. *End*

More Dealers Are Handling More Trade-Ins Than Ever Before!



According to an article published recently in a leading appliance magazine, more dealers are handling more "TRADE-INS" now, than ever before.

Dealers find that the **BLUE BOOKS** help them tremendously in controlling "TRADE-IN" allowances. They **PROTECT** dealers' margin of profit on new and old appliances. **BLUE BOOKS** are authoritative; and above all, they will help standardize "Trade-In" allowances. The **BLUE BOOKS** will more than pay for themselves the first time you use them.

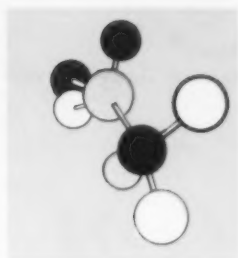
Order your copies of the **TV and APPLIANCE BLUE BOOKS** today. Make sure each salesman has a set.

- Endorsed by NARDA
- Now used by over 10,000
- 16,000 models of all makes
- All major appliances listed

TV and Appliance Books
in a set.....\$11.00 per set
2 or more copies of
Appliance book.....\$6.50 each
Single copy
Appliance book.....\$7.50 each
2 or more copies of
TV book.....\$4.00 each
Single copy TV book.....\$5.00

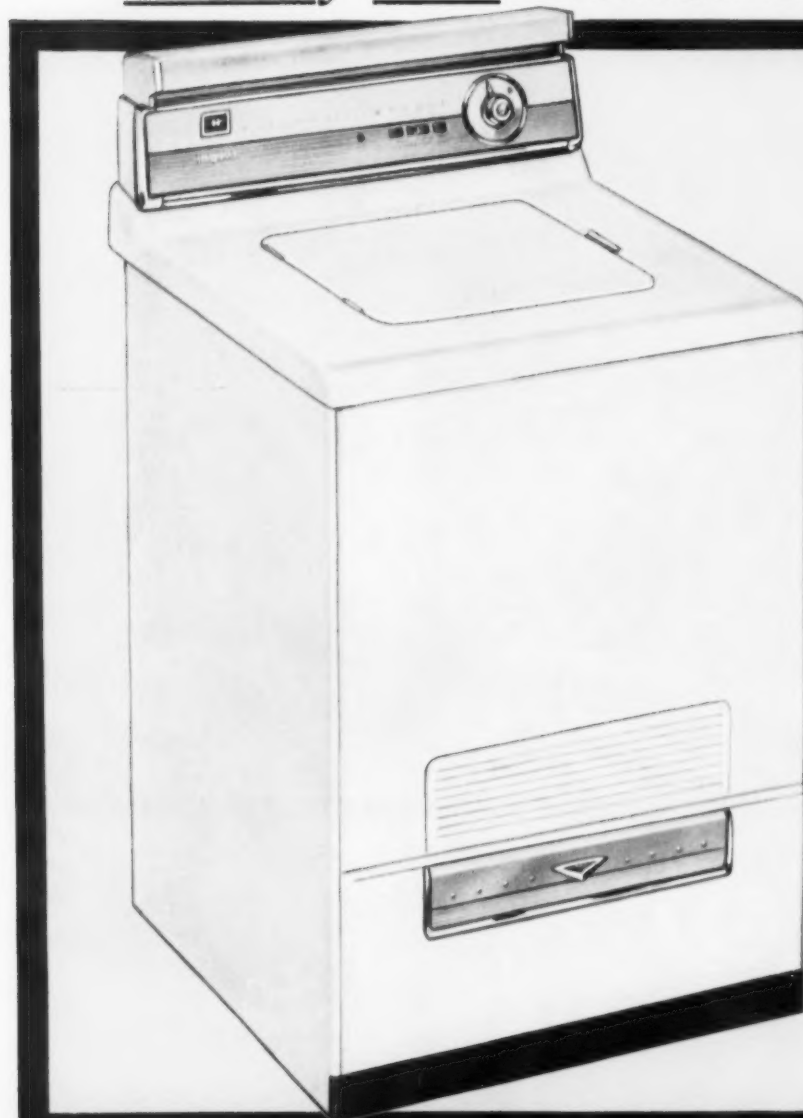
WE PAY POSTAGE AND HANDLING CHARGES ON ALL CASH ORDERS.

NATIONAL APPLIANCE
Trade-In Guide Company
2105 Sherman Ave.
Madison 1, Wis.



Hotpoint

Offers the Added Sales Appeal of an Entirely New Clothes Conditioning Process!



the NEW and DIFFERENT WONDERINSE Washer...

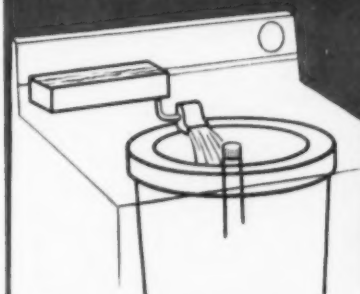
introduces a new miracle of chemistry that leaves clothes *naturally* softer, smoother and brighter. It makes a difference in washing results that can be seen, felt and *sold*. All traces of lint, suds and soil are rinsed away, with no clogging of fabric pores to cause yellowing or reduce absorbency. And WONDERINSE has the added benefit of keeping clothes cleaner because of its new soil repellency action that makes washing easier the next time around.

WONDERINSE is injected **AUTOMATICALLY!**

Automatically, at exactly the right time, the new WONDERINSE chemical is injected into the final rinse water. It conditions the water, softens fabrics and actually rinses newness into clothes at the touch of a button. Have your Hotpoint Distributor give you a complete demonstration of the wonder of WONDERINSE!

Hotpoint

Two-Cycle Pushbutton
WONDERINSE Washer
MODEL LK25



Here's how it works...

Wonderinse chemical is poured into the big capacity reservoir. Push a button when the washer is started, and the correct amount of Wonderinse is automatically injected into the final rinse. One fill lasts for many loads.



Here are the results...

Clothes look cleaner... feel cleaner... are cleaner! Bath towels are fluffier, linens and cottons are softer. Fabrics are easier to iron, too—there are fewer wrinkles in Wonderinse clothes. And, after many washings, everything still looks like new!

WONDERINSE

- Conditions water
- makes clothes **softer**
- makes white **whiter**
- makes colors **brighter**
- rinses **newness** into clothes!

Hotpoint

A Complete Line...



WONDERINSE
Hotpoint Super Deluxe
Two-Cycle Pushbutton
Automatic Washer—
Model LK25.

Style-Matched Hotpoint
Super Deluxe Pushbutton
Sealed-Chamber Dryer—
Model LG26.

Also Available in
Air-Blower Model LB25.



Hotpoint Super Deluxe Model LK24
Two-Cycle Pushbutton Washer with
SUDS-STOR—Saves Hot Water.

Style-Matched Hotpoint Super Deluxe
Pushbutton Air Blower Dryer Model
LB23 with Air Freshener.



Hotpoint Super Deluxe Model LK23
Two-Cycle Pushbutton Washer with
Automatic Sediment Swirl-Out.

Style-Matched Hotpoint Super Deluxe
Pushbutton Model LG24 Sealed-
Chamber Dryer—No Venting.



Look to Hotpoint for the

Washers and Dryers

Price-Planned For Easy Step-Up Selling!

MORE Seeable QUALITY — MORE Sellable FEATURES!

There's a Hotpoint Automatic Washer, Dryer or Style-Matched Pair for any budget. And *every* model—regardless of price—is loaded with quality and convenience features that turn prospects into customers! Hotpoint Home Laundry for '57 offers more *easy-*

to-see quality and more *easy-to-sell* features to make your sales job easier. And it offers a complete selection of price-planned step-up models to make each sale more profitable. Your Hotpoint Distributor has all the details—see him today!

Hotpoint Gives You The Home Laundry Features Wanted Most by Homemakers

AUTOMATIC WASHERS

- Wonderinse Clothes Conditioner
- All Porcelain Inside and Out
- Economical Pushbutton Suds-Stor
- Two-Cycle Wond-R-Dial for Normal or Delicate Wash
- Pushbutton Wash and Rinse Temperature Controls
- Automatic Pre-Soak Period
- Automatic Pre-Selected Wash Time
- Automatic Full or Partial Load Controls
- 4-Way Aquamatic Wash-Rinse Action
- Automatic Sediment Swirl-Out
- Rubber-Finned Agitator

AUTOMATIC DRYERS

- Pushbutton Temperature Controls
- New Air Freshener
- Precision Electric Timer
- Porcelain-Finished Chassis and Drum
- One-Piece, All-Welded Chassis
- Safety Door Catch . . . Safety Cut-Off Switch
- Sealed Calrod® Heating Units
- Sealed-Chamber Models Require No Venting
- Air Blower Models Feature Giant Lint Drawer

Hotpoint WASHERS AND DRYERS ARE AVAILABLE IN 5 COLORTONES AND WHITE



Hotpoint Deluxe Model LK22 Two-Cycle Pushbutton Washer—all Porcelain Finish inside and out.

Style-Matched Hotpoint Deluxe Pushbutton Sealed-Chamber Dryer Model LG27. Air Blower Model LB22.



Hotpoint Automatic Model LK21 . . . Automatically Fills, Washes, Rinses and Spin Dries.

Style-Matched Hotpoint Air Blower Dryer Model LB21 Featuring Giant Lint Drawer.

finest...first!

AUTOMATIC WASHERS • CLOTHES DRYERS • RANGES • REFRIGERATORS • DISHWASHERS • DISPOSALS®

WATER HEATERS • FOOD FREEZERS • AIR CONDITIONERS • CUSTOMLINE • TELEVISION

HOTPOINT CO. (A Division of General Electric Company) 5600 West Taylor Street, Chicago 44, Illinois

Thermostatic control for room and wall heaters—



*Installation time, based on actual tests,
is as short as 5 minutes.*

Add it in just 5 minutes!

—With Honeywell Adatrol, the gas
cock pilotstat with add-on thermostat*

NOW YOU can make an on-the-job addition of a thermostat any time your customers want it—without worrying about costly adaptations or reworkings!

When you use the Honeywell Pilotstat and Adatrol thermostat—you stock only two control items to fit *all* your gas room and wall heaters. There are no more complicated adap-

**Trademark*

tor parts to lose. No more hours spent tinkering with makeshift connections.

You cut down on your stocking and servicing, save time, effort and money.

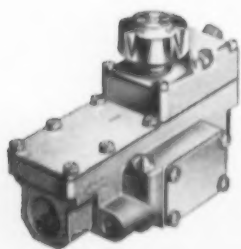
Order your heaters with the basic unit attached. And to save even more, order your heaters with the complete Adatrol. Get complete detailed information by calling your local Honeywell office. Or write directly to Honeywell, Dept. EM-3-27, Minneapolis 8, Minnesota.

MINNEAPOLIS
Honeywell

112 offices across the nation

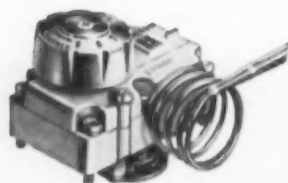


First in Controls



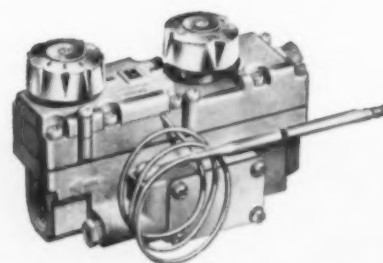
The Honeywell Pilotstat (C592)

+



Plus this add-on thermostat (T5000)

=



Equals the Honeywell Adatrol! (V5153)

TOP VALUES *of* 1957

BY
Hunter

HUNTER 12" HIGH-VELOCITY FAN



Propels air 56% farther

This powerful fan moves air fast and far . . . across a large room or from one room into another. Features include: modern shock-resistant plastic frame, new capacitor motor, jet stream venturi, oversize intake grille, 360° tilting with friction grip.

Priced to retail at
\$39⁹⁵

*Guaranteed
5 Years*

Styled by Sheldon Rutter

HUNTER ALL-PURPOSE FANS

Most versatile fan ever. Can be used as exhaust fan in window or on floor or table for wide-area air circulation. Features include: modern styling, handy carrying handle, safety grilles back and front, high and low speeds, five-year guarantee.

16½" Model
\$39⁹⁵

20" Deluxe Model
(with thermostat and
window panels)—
\$59.95

20" Roll Away Fan for use as circulator or window fan. Sturdy streamlined stand rolls on rubber wheels. Adjustable in height . . . tilts to any angle.

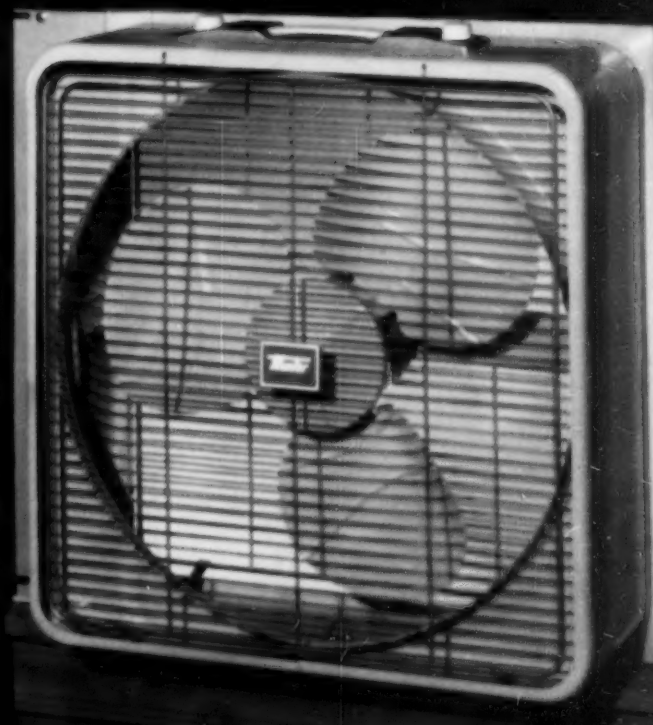
Suggested Retail **\$69⁹⁵**

GUARANTEED 5 YEARS

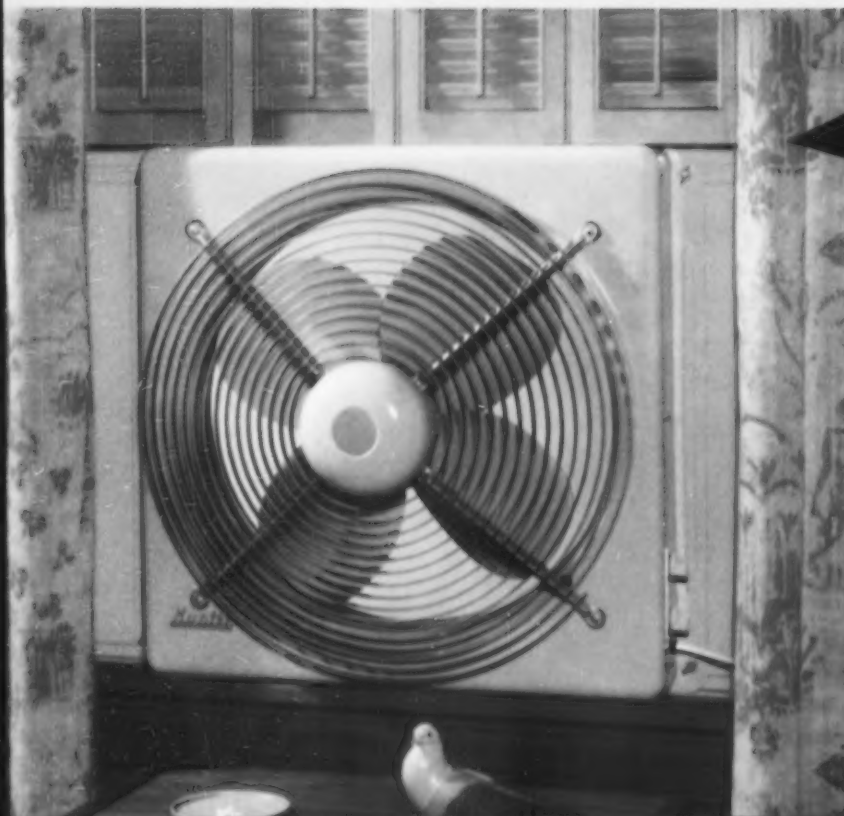


Backed by full-scale advertising

Order from your Hunter
Distributor or contact
HUNTER DIVISION
ROBBINS & MYERS, INC.
2704 Frisco Ave.,
Memphis 14, Tenn.



TOP VALUES *of* 1957



BY
Hunter

HUNTER *Deluxe* 18" and 22" WINDOW FANS

Thermostat Control

Highest Quality

For those who want the best! The maximum in modern styling, high efficiency, quiet operation . . . beautiful cabinet with spiral grille and adjustable side panels . . . totally enclosed capacitor motor with high and low speeds . . . electrically reversible for exhaust or air circulation. Certified air deliveries. New optional thermostatic control starts and stops fan automatically.

18" Model retails at **\$59⁹⁵**

*Styled by
Sheldon Rutter*

HUNTER *Zephyr* 20" WINDOW FAN with capacitor motor

Priced for volume! The best economy-priced window fan on the market . . . the only one in its price range with a capacitor motor for faster starting and more power. Other features include adjustable side panels, modern safety grille, high and low speeds, quiet operation. Five year guarantee.

Priced to retail at **\$39⁹⁵**

(Electrically reversible model - \$49.95)

Order now from your Hunter distributor or contact
HUNTER DIVISION-ROBBINS & MYERS, INC.
2704 Frisco Ave., Memphis 14, Tenn.



Backed by full-scale advertising



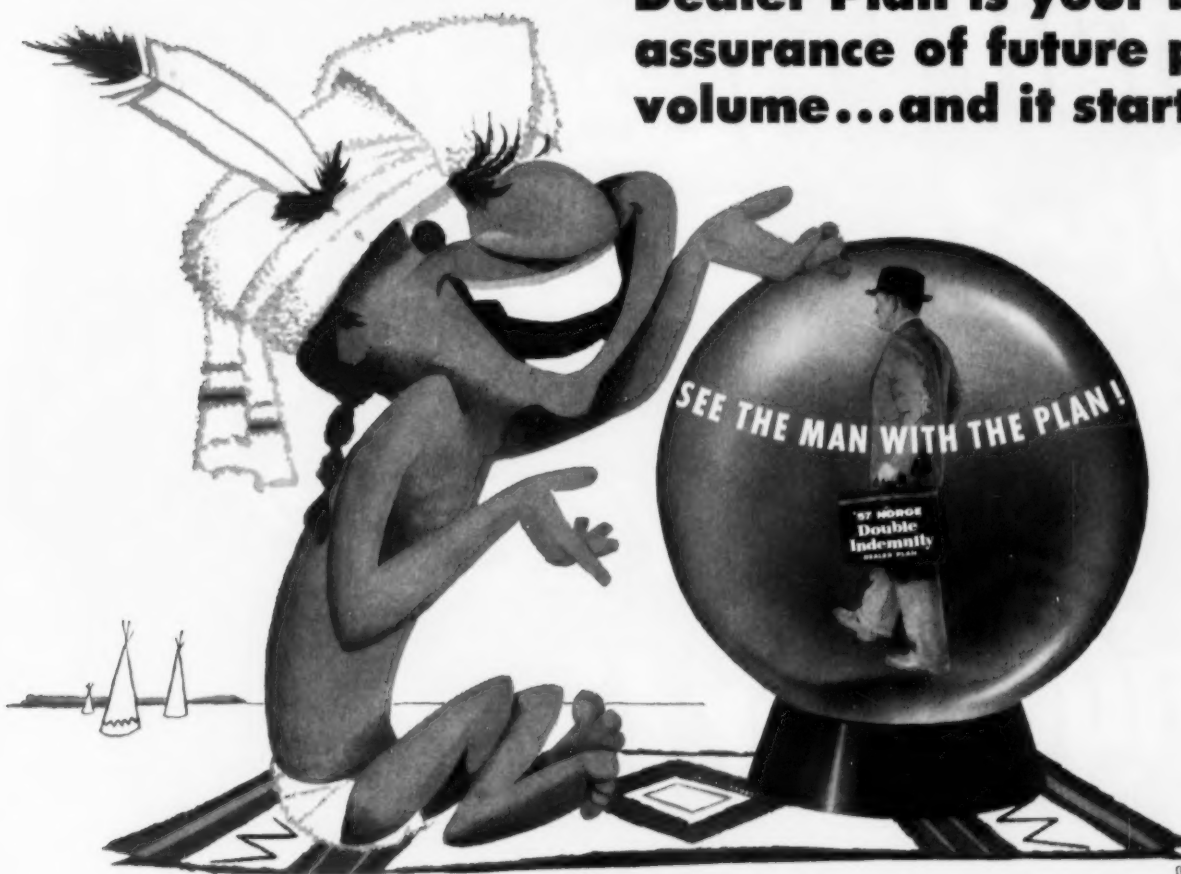
- ADVERTISED IN LIFE
- LIBERAL CO-OP ADVERTISING
- SALESMARKING DISPLAYS
- COMPLETE PROMOTION PLAN



MR. APPLIANCE DEALER:

Yes There is a Profit In Your Future!

**The NORGE Double Indemnity
Dealer Plan is your best
assurance of future profits and
volume...and it starts now!**



1. More profit per sale! Low margin has too often come to mean no margin after today's operating costs. That's why the 1957 Norge Double-Indemnity plan was born. Dedicated to the survival of the independent appliance dealer, this daring new program protects your profits per transaction; shows you how you can get a good profit on every sale. Instead of shaved discounts, here are grosses that give you room to breathe.

2. More sales volume, too! Along with higher margins, Norge's amazingly low '57 retail pricing is reversing the trend of the industry. Norge product lines are short, short inventory lines, deliberately

planned for creative, step-up selling—both price and feature-wise. And backed by the industry's most powerful advertising—promotion support in your own market-place!

You owe it to yourself to spend fifteen minutes with your NORGE Distributor and have the new Double-Indemnity plan spelled out for you. Find out how to insure yourself against shrinking margins, cut-throat pricing, chaos caused by over production, dictated policies that make captive dealers! See why, whatever other major lines you carry, Norge is a must for a sound profit operation. The business you save may be your own!

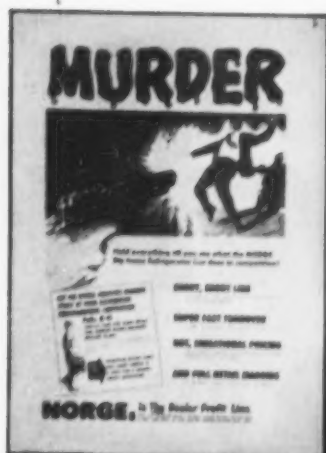


**TURN
PAGE FOR
PROFIT
BOMBSHELL
NO. 1**

NORGE® is The Dealer Profit Line



NORGE SALES CORPORATION, Subsidiary of Borg-Warner Corporation, Merchandise Mart Plaza,
Chicago 54, Illinois. Canada: Addison's Ltd., Toronto. Export Sales—
Borg-Warner International, Chicago 3, Illinois



NORGE

**Retail Prices Down
-Dealer Profits Up-
with "Big Freeze"
Refrigerator Line!**

SHORT, SHORT LINE

with capacities and features that cover 89% of the consumer demand!

SUPER FAST TURN-OVER

to keep your inventory fluid and fast moving.

HOT, SENSATIONAL PRICING

that reverses industry trend and offers best-planned step-up in industry.

AND FULL RETAIL MARGINS

for the dealer...small, medium, large dealers...all dealers.

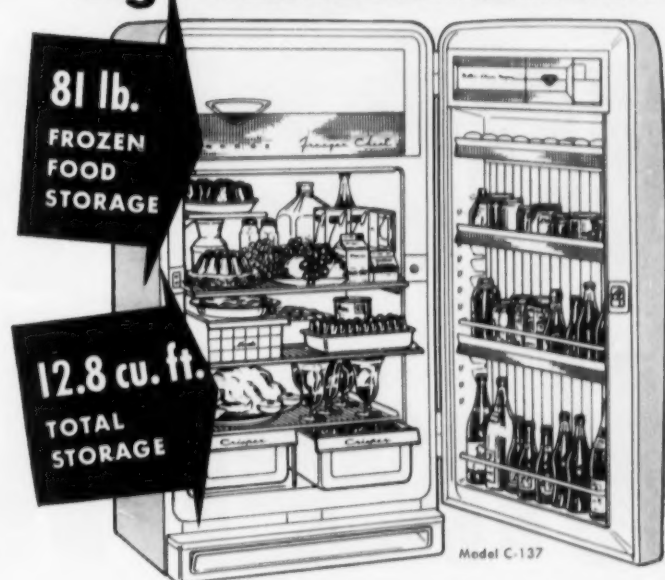
Reverses Industry Trend!

...gives you new price appeal for 1957!



Model C-2137

COMPETITION CAN'T COME WITHIN
50 TO 100 DOLLARS OF THE DARING
NEW RETAIL PRICES ON NORGE
Big Freeze REFRIGERATORS!



Model C-137

PRICED WAY BELOW—but with features you won't find on competitive refrigerators that list from \$400 to \$529!

- Nearly double the frozen-food capacity of comparably priced refrigerators
- Fully Automatic Defrosting
- Special Moist-Cold Compartment
- Roll-Out Coppertone Shelves
- Deep shelves in door are removable and adjustable
- Bottle Basket
- Butter-Cheese Keeper
- Egg Nest • Meat Saver
- Safety Latch

- Fully Automatic Defrosting
- Exclusive Moist-Cold Compartment
- Roll-Out Coppertone Shelves
- Adjustable, Removable Door Shelves
- Twin Porcelain Crispers

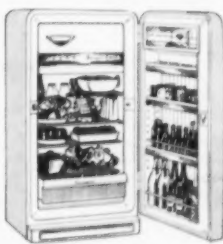
- Removable Meat Saver
- Handy Butter-Cheese Keeper
- Removable Egg Nest
- Three Ice Cube Trays
- New Safety-Latch Door
- 5-Year Protection Plan
- Decorator Styled Interior

NORGE HAS THE "SURE LOOK" FOR 1957



Model S-137

- 65 lb. Frozen Food Storage
- 12.7 cu. ft. Total Storage
- Full Width Chill Tray
- Adjustable Door Shelves



Model S-107

- 54 lb. Frozen Food Storage
- 10.2 cu. ft. Total Storage
- Chill Tray • Egg Nest
- Adjustable Door Shelves



Model S-87C

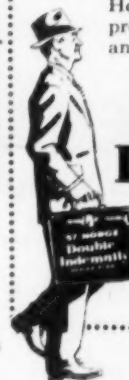
- 44 lb. Frozen Food Storage
- 8.4 cu. ft. Total Storage
- Full Width Crisper
- Chill Tray • Door Shelves

SEE THE MAN WITH THE PLAN...

Hear the most daring volume-profit program ever offered by an appliance manufacturer.

'57 NORGE Double Indemnity DEALER PLAN

Check with your Norge Distributor today! The business you save may be your own!



TURN PAGE FOR

PROFIT BOMBHELL NO. 2

NORGE[®] is The Dealer Profit Line

NORGE SALES CORPORATION, Subsidiary of Borg-Warner Corporation, Merchandise Mart Plaza, Chicago 54, Illinois. Canada: Addison's Ltd., Toronto. Export Sales—Borg-Warner International, Chicago 3, Illinois

Soaring Sales and Expanded Production Make Possible...

Explosive New Pricing On '57 NORGE Dispenser Wheel Washers!

**NORGE AGAIN REVERSES INDUSTRY TREND...
RETAIL PRICES DOWN...DEALER PROFITS UP!**

Here's a sales bombshell that'll rock the laundry market like nothing before in history! Norge Dispenser Wheel Washers—already rated America's No. 1 Value...already containing the greatest sales clinching exclusive ever offered—ARE NOW PRICED DOWN WITH "RUN OF THE MILL" MODELS!

Despite the spectacular low prices, you still get the full retail profit you've come to expect on Norge products. And you get

well planned step-up features to help you move customers from the low end models that pull 'em in, right up to the top-of-the-line models where the biggest gross dollars are to be made.

And to assure peak volume, Norge is ready to roll with powerful national ads...a complete co-op program...store display material...and a new traffic-pulling Dispenser Wheel Promotion. Call your distributor for full details.

Plus **NEW MATCHING NORGE DRYER LINE**

with 10 smashing exclusives to swing sales your way

- | | |
|-------------------------------|------------------------------------|
| 1. 3-Position Hamper-Dor | 6. 5-Way Venting |
| 2. 4-Way Drying | 7. Giant 21" Blower Fan |
| 3. Time-Line Control | 8. 150 Cu. Ft. per Minute Air Flow |
| 4. Huge 6 Cu. Ft. Cylinder | 9. 140° Maximum Cyl. Temperature |
| 5. Completely Smooth Cylinder | 10. Largest Lint Screen |



Model D-5

**It's the Hottest Sales Exclusive
in Laundry History!**

**GIVES TAP WATER
GREATER RINSING POWER THAN
SOFT WATER, RAIN WATER OR
EVEN DISTILLED WATER!**

**MAKES CLOTHES
SOFTER, FLUFFIER!**

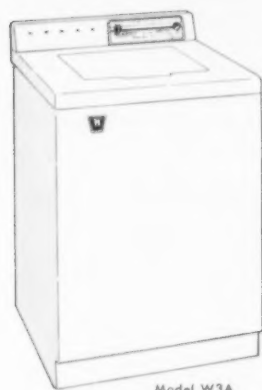
**HELPS PREVENT
DIAPER RASH!**

ENDS LINT PROBLEMS!

**BANISHES DULLING
SOAP FILM!**

**DISPENSER WHEEL MAKES
A NEW KIND OF RINSE WATER
FOR UP TO 39% BRIGHTER,
CLEANER CLOTHES!**

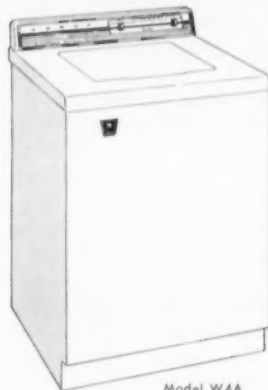
'57 LINE IS SHORT FOR FAST TURNOVER...LOW INVENTORY!



Model W3A

LOW-DOLLAR MODEL

2 Automatic Cycles • Hot or Warm Wash Selector • Warm and Cold Rinse Selection • Time-Line Control



Model W4A

MIDDLE-DOLLAR MODEL

Dispenser Wheel • 2 Automatic Cycles • Hot or Warm Wash Selector • Warm or Cold Rinse Selection



Model W5A

TOP DOLLAR MODEL

Loaded with step-up features shown at right, to easily move customers up from the lower priced models!

**LOOK AT THESE OTHER
POWER-PACKED '57 FEATURES!**

- 2 Automatic Cycles. One for regular wash...one for delicate fabrics!
- Hot or Warm Wash Selector. Saves hot water! Saves clothes!
- Thermostatically Controlled Rinse Water protects all fabrics!
- 5-Way Super Rinse with automatic spin-out of sediment!
- Exclusive Wave-Action Agitator washes cleaner without tangling!
- Super Spindry
- Exclusive Safety Spin
- Fully Lighted Back Panel
- Aerated Water Fill
- Big Porcelain Tub. Holds full 9 lbs.
- 5 Year Warranty on Transmission Components!

**SEE
THE
MAN
WITH
THE PLAN**



**NORGE
Double Indemnity
DEALER PLAN**

Find out about the most daring volume-profit program ever offered by an appliance manufacturer. It's Norge's answer to the battle of attrition being waged against dealer profits. Get the whole story today from your Norge Distributor. The business you save may be your own!

NORGE is The Dealer Profit Line



NORGE SALES CORPORATION, Subsidiary of Berg-Warner Corporation, Merchandise Mart Plaza, Chicago 54, Illinois. Canada: Addison's Ltd., Toronto. Export Sales—Berg-Warner International, Chicago 3, Illinois

when you sell fans for residential ventilation—



AMCA STANDARDS WILL HELP YOU MAINTAIN CUSTOMER SATISFACTION

Fan products manufactured, tested, and rated according to standards set up by the Air Moving and Conditioning Association are your best assurance of customer satisfaction.

For years, fan manufacturers have agreed on the need for uniform standards for fan equipment rating and testing. Now, many of the country's leading producers of propeller fans for residential ventilation—of attics, basements, kitchens, etc.—have voluntarily adopted standards and methods for rating fan performance developed by the Air Moving and Conditioning Association.

Fan equipment rated by AMCA Test Codes will perform according to manufacturer's published ratings. Your customer need have no fear of exaggerated ratings, of fan capacity inadequate to do its job.

Find out from the Association which brands of propeller fans are rated according to AMCA Standards. A fact-filled, 12-page booklet, "Residential Ventilation Guide," is yours for the asking. Write for your copy today.

AIR MOVING & CONDITIONING ASSOCIATION, INC.

2159 GUARDIAN BUILDING

DETROIT 26, MICHIGAN

PAGE 142

THE EVOLUTION OF A VOLUNTARY CHAIN

(continued)

Their main asset is their similarity of outlook. Since they know they're all likely to look at problems the same way, they feel they'll be able to ride out whatever conflicts do arise. One thing they've all agreed to is to go along, all the way, on whatever the group decides. As individuals they know that sometimes they won't like it, but will have to grin and bear it. This feeling is their major asset, and, essentially, is the rock that founded IRMA.

Associated members expect to be able to get better prices than IRMA got, and to be able to take better advantage of deals that come along.

The new group expects to grow—both by the process of acquiring new members, and by building sales higher as a group than they could separately—into a major factor in the Chicago appliance sales picture. Most of them feel this is the route they have to follow. One of the members of the new Associated Enterprises group summed up their feeling some time ago. He said, "if you stand still, somebody's gaining on you." Associated Enterprises doesn't plan to stand still for some time.

With 35 members in the old IRMA, there are bound to be about 35 opinions on the reasons behind the break-up. These range from the few who feel they were sold out by the big dealers, through the moderates who just think there were too many cooks spoiling the broth, to the larger dealers who think that some of the smaller members were getting free rides. There doesn't seem to be any basis for thinking the split was strictly a "big guys against the little guys" situation; the moderates in the group feel that a merchandising approach would be a better way to define the differences. The more promotionally-minded members no doubt chafed under decisions of some of the other comparatively slow-moving members, while these more traditional kinds of business men probably had reason for wincing every once in a while.

Not one of the group feels he lost anything through his association with IRMA. They all gained in business know-how, in sources for trading merchandise, in personal acquaintances, and in the exchange of general market information. None of them think that any of these benefits will cease. Indeed, for some of the members, these were the major benefits, they say.

At least one IRMA member points out that he has had a continual stream of offers of merchandise at prices that match IRMA's. He feels that suppliers never stopped trying to break up IRMA by splitting off individual dealers. However, he also points out that it took an IRMA to club these prices out of his suppliers. From here on out, he thinks, the deals will be more realistic for him and all the others, that what's offered the "big shots" will be, for the most part, offered him.

Those former IRMA members who are already associated with a new group, or planning to be, are inclined to differ with those who think suppliers have "learned their lesson," and are going to offer the same deals to everybody. These group-conscious people think that an independent has to be pretty big—in Chicago terms—before he'll be able to stand up and grab for what he needs. That's why they're going into other groups, and giving serious thought to Associated's offer, too.

IRMA taught many Chicago independent dealers lessons. The most important of these is that in group action lies the key to buying strength, which is in turn the key to strength in the market place. Some, of course, learned they're not adaptable to group life, at least not in a strictly-organized group. Others, as in the case of the members of Associated Enterprises, Inc., have learned that, for them, the advantages of group action, even in a voluntary chain, far outweigh the loss of independence. They're trading privileges for profits and a real chance to grow together.

End

MARCH, 1957—ELECTRICAL MERCHANDISING



Frank Russo, Graybar Appliance Sales Manager (center) and Ray Bergholz, Graybar Salesman (right) at Milwaukee talk with Joe Franecki about the impulse purchase value of the Sunbeam island display.



Graybar specialists back up local appliance sales experts to give dealers extra selling help. Here Chuck Thompson, Graybar Chicago District Sales Promotion Manager, presents a specially designed plan to Joe Franecki. Frank Russo lends a hand.



A close watch on turnover helps keep profits at a high level. Here Ray Bergholz writes up an order while checking the dealer's warehouse stock with Eugene Keiser, left, and Howard Esser.



During the five years that Joe Franecki has been in the electrical appliance retail business in Milwaukee, his appliance needs have been served by Graybar's Ray Bergholz and Frank Russo. Their constant interest in merchandising and display, teamed up with Joe's own progressive selling, keep his sales moving upward.

"Graybar guided merchandising helps our business grow..."

SAYS JOE FRANECKI, President
Franecki Appliance and Supply, Inc.
Milwaukee, Wisconsin

"Our business is based on merchandising," says Mr. Franecki. "Promotions, demonstrations, advertising and display are all vital parts of that merchandising, and they have to be planned for sharp timeliness and complete coordination.

"We know that Graybar people are experts in our field. Obviously, Graybar men are constantly exchanging experiences and ideas with their counterparts in all 48 states. Of course, we deal principally with Graybar right here in Milwaukee. However, we find

that we frequently benefit from this Company's countrywide experience in problems of appliance sales and display.

"Our local Graybar warehouse maintains complete stocks of quality products and with Ray Bergholz keeping a sharp eye on my inventory, I don't have to tie up capital and space in surplus stock. This helps me to keep my investment down and my turnover up, and both of those factors help to step up my profit. Best of all, though, I enjoy doing business with these Graybar employee owners."

*Your Customers **WANT** the popular appliances...*

GRAYBAR ELECTRIC CO., INC.
Executive Offices:
Graybar Building, 420 Lexington, Ave., New York 17, N. Y.

recommended by
Graybar

IN OVER 130
PRINCIPAL CITIES



Ironers (continued)

shoe from the roll in the event of mechanical trouble or power failure. For even in the event of a brief power interruption stored heat in a shoe, which is pressed heavily against a stalled roll, could raise considerable smoke and ruin the roll padding as well.

The most common type of safety release consists of a latching mechanism interposed between the shoe's rocker arm and its actuating shaft. See Fig. 5. In normal operation a spring holds the latch pin in a locked position so that any movement in the rocker shaft is transmitted immediately to the rocker arm. But if the safety release handle is struck, the latch pin will be withdrawn thereby allowing the shoe's outer rocker arm hub to turn freely on its inner hub so that the shoe can be moved away manually from the roll even though shoe actuating shaft is stalled in ironing position.

At least one manufacturer has produced an automatic safety release in which a solenoid holds the latch pin in position for normal use. Should a power failure occur, this safety release will be tripped automatically by the demagnetization of the solenoid.

Heat Control. Many ironers are equipped with a divided heating element, each longitudinal portion of which is controlled by its own thermostat. This type of construction affords individual temperature control of each half of the shoe's length so that if prolonged use of one end is desired (as for ironing shirts and fancy things), a suitable temperature may be maintained at that end without risk of scorching the roll padding on the other.

Servicing

Though primarily intended for automatic ironers, the suggestions which follow can be readily adapted to nonautomatics by ignoring the references to the motor-driven shoe actuator.

To get started on the right foot, speed your preliminary examination of the machine by asking your customer what part of the ironer has given trouble. Here are some of the answers you'll get, followed by suggestions on how to find the cause of failure and correct it quickly.

Will Not Start. If there is no sound, motion, nor heat when the ironer is connected and turned on, begin your test by checking the power supply at the receptacle. If that point is all right, then test the cord set with a series tester. Keep in mind, however, that complete failure of every component simultaneously is extremely rare in ironers.

If the motor hums but will not run, disconnect the ironer's cord set and determine whether the motor is faulty or the machine is jammed by trying to revolve the mechanism by hand. If it turns freely (so that you can cycle the automatic clutch), you can be sure that the motor is faulty.

If you cannot revolve the mechanism in either direction by hand, you must ascertain which sub-assembly—motor or gear box—is binding by disjoining them. Then disassemble only as much as is necessary to free the binding parts, apply initial lubricant to them, re-assemble, and, finally, make sure that the repaired subassembly is charged with the kind and quantity of oil or grease recommended by the manufacturer.

If you can revolve the mechanism a little in either direction but there comes at one point a catching as though some part is being fouled, you must expose enough of the gear box interior to enable you to watch the parts in motion while you turn the drive shaft by hand. With this kind of jamming (fouled parts as opposed to bearing seizure), you must inspect the entire mechanism with more than usual care in order to detect possible damage to gears, clutches, and the like, for fouling imposes a violent stress on nearly every moving part.

Blows Fuse. Assuming that the supply circuit is suitable, properly fused, and is not overloaded with other appliances, if an ironer blows a fuse immediately it is connected—with no accompanying groans, grunts, or other abnormal sounds—you may be sure that electrical trouble—short circuit or ground—is present. Naturally, in such a case you would isolate the fault to one subassembly or another with the help of your portable series tester. Don't, however, confuse that kind of fuse-blowing (electrical trouble) with jamming.

With jamming or any other kind of mechanical seizure a fuse does not usually blow immediately—there is more often a slight lapse of time accompanied by a low humming sound. Most of the time you can distinguish one from the other quickly in order to select your first testing procedure even though your customer is incapable of telling you more than "it blows fuses."

"But why not plug in the pesky thing and find out?" you might ask at this point. There are three

reasons: (1) you may do further damage, (2) unnecessary fuse-blowing is absurdly wasteful, and (3) if you don't want to incur the reputation of a tinker, don't be a fuse-blowing repairman.

If the ironer's belt or motor coupling is readily accessible, check a fuse-blower first for jamming; if it is not jammed, then go on with your electrical tests. On the other hand, if the belt or coupling is troublesome to reach, begin with the series test.

Motor Failure. When you have determined that a machine has a faulty motor, be sure that you locate and correct the original cause of failure before you install the replacement. To this end, you may suspect binding or jamming—unless, of course, you can satisfy yourself that the motor failed because of ordinary wear or disintegration of one or more of its parts. Also, before installing the replacement, check its direction of rotation with that required for the ironer and reverse the motor if necessary. And you don't need a service manual to ascertain the correct direction of rotation for any rotary ironer. If it hasn't already occurred to you, merely turn the ironer's drive shaft by hand to find out which way it must revolve to drive the roll in the direction for feeding.

Motor Runs but Will Not Drive. If the motor seems to run all right with no abnormal sounds but will not drive the mechanism, this points to a loose or broken belt or a broken motor coupling. Make the required adjustments or renew the faulty parts, whichever is necessary. And whether your work order calls for it or not, be sure that you always renew shaggy or slightly burned belts because the one may later become entangled and jam the motor while the other will bump with every revolution and eventually damage the motor or machine bearings or both.

Mechanism Runs, but No Response from Control. In some models, hard grease will sometimes lodge in and around the pawl spring of the automatic clutch thereby retarding its action. To correct that condition, clean and free the parts affected and put a little light oil or soft grease directly on them.

Shoe Moves but Will Not Press Against Roll. If, when the control is depressed, the roll turns but the shoe does not move far enough to press against the roll, this would indicate that the safety release has been tripped and left in that position. With most models it is much easier to latch the release if you idle the machine first—that is, if the roll is running, touch the general-use control to retract the shoe and stop the roll

so that you will not have to close the latch under pressure.

Shoe Oscillates. If the shoe rocks to and fro unbidden (it would act so if the general-use control were held down), look for possible binding in the control linkage; and, failing this, look for a broken spring or binding parts in the clutch tripping mechanism. Such a malfunction is almost positive indication that the tripping device does not return to its abeyant position where it would normally disengage the shoe-actuating clutch after it has made a half-revolution.

Roll Will Not Turn. If the roll fails to revolve when the shoe is engaged, check first the press control to be certain that it is in the ironing position. If the press control is not forbidding engagement of the roll clutch, remember that in many models the roll clutch is shot into the drive position by a spring; hence, the spring may be broken or the clutch may be binding on its shaft. Slight binding you can usually remedy by dropping a little light oil on the parts after which you should slide the clutch back and forth by hand until it moves freely.

Ticking Noise. In some models, a ticking noise heard with the shoe engaged and the roll running indicates a maladjustment of the shoe actuating clutch or its cam. If, while the machine is making this noise, you can feel a pulsating sensation by lightly touching one of your finger tips to the general-use control lever, you will realize at once that there is an "indifferent" disengagement of the shoe actuating clutch. Actually, there is an inclination for the clutch to re-engage with each tick. Consult your service manual for the make in hand before you attempt an adjustment of this kind, for tolerances and methods vary greatly from one make to another.

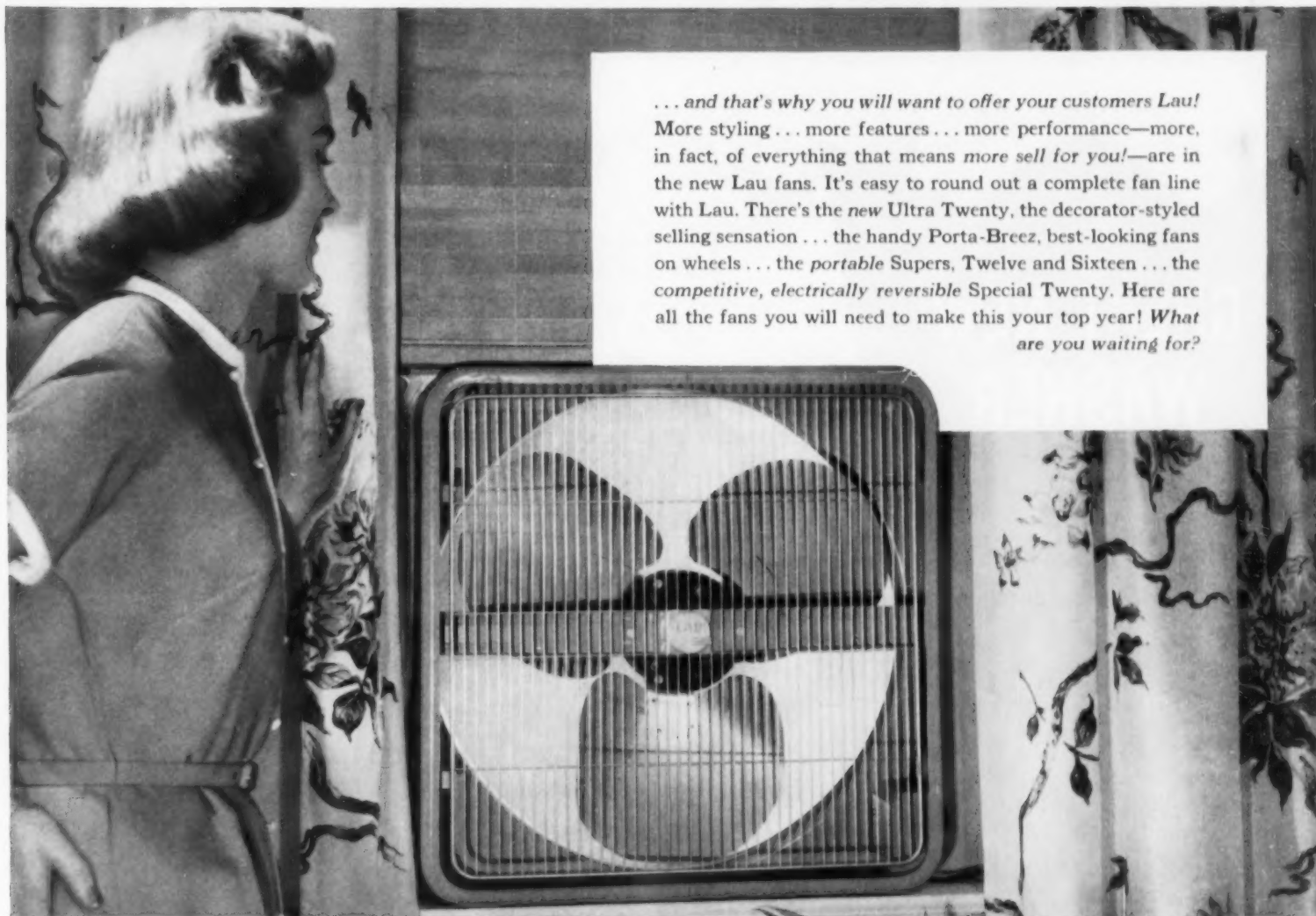
Leaks Oil. Occasionally you will be called upon to renew an oil seal to correct an oil leak. To avoid a recurrence, fit the shaft painstakingly into the seal so that you will not damage the new seal's face during installation. Be sure to renew any gaskets that you must remove as well as any others that are questionable.

Insufficient or Uneven Pressure. Unless someone has monkeyed with the pressure setting, only about one ironer in five hundred will need a pressure adjustment. Moreover, if you must in the course of disassembling disturb the factory-set adjustment, improvise some means to mark the original position of the adjusting device so that you can get it back in the same place when you re-assemble the machine.

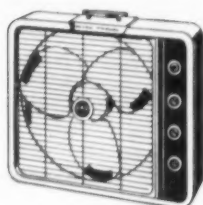
The most common cause of in-

(Continued on page 148)

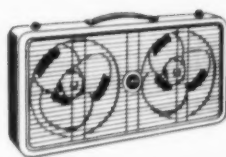
Lau offers your customers More!



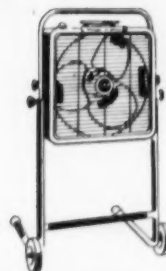
... and that's why you will want to offer your customers Lau! More styling... more features... more performance—more, in fact, of everything that means *more sell for you!*—are in the new Lau fans. It's easy to round out a complete fan line with Lau. There's the new Ultra Twenty, the decorator-styled selling sensation... the handy Porta-Breez, best-looking fans on wheels... the portable Supers, Twelve and Sixteen... the competitive, electrically reversible Special Twenty. Here are all the fans you will need to make this your top year! *What are you waiting for?*



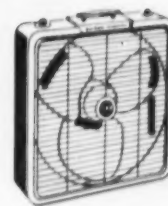
Ultra-Twenty (Models 2057-U, UB, UT, UP)—Four decorator colors! Recessed panel Saf-T-Eye, 3-speed switch, thermostat, electric reverse. Complete with spacers. Big 20" blades move 3950 cfm.*



Twin Twelve (Model 1257-T)—Slim, trim, with new automatic thermostat! 3-speeds. Lightweight, portable; hangs on casement window in seconds. 16" x 32" x 5 1/4". Twin 12" blades move 3120 cfm.*



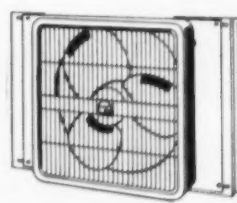
Super Porta-Breez (Model 1657-SPB)—New mobile air circulator; easily moved on non-scurf wheels. Height adjustable stand. Full 360° tilt. Popular Super Sixteen fan. Shipped complete in one space-saving carton.



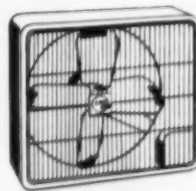
Super Twenty (Model 2057-S)—Popular 20" portable air circulator. Automatic thermostat. 3-speeds. 22" x 22" x 5 1/4". Spacer panels for window installation available. Big 20" blades move 3950 cfm.*



Super Sixteen, Super Twelve (Models 1657-S, 1257-S)—Portable air circulators, complete with Tilta-Breez stand. "Comfort Grip" handles. Sixteen: 18" x 18" x 5 1/4"; 3000 cfm.* Twelve: 16" x 16" x 5 1/4"; 2300 cfm.*



Special Twenty (Model 2057-RW)—Powerful low-cost fan. Electrically reversible! 5 position control. Built in adjustable spacer panel. Fits windows 30" to 38 3/4" wide. 20" blades move 3950 cfm.*



Powerflow Twenty-Four (Model 2454-WR2)—Cools an entire home. Quiet, belt-driven, 2-speeds, electrically reversible. Fits windows 31" to 36" wide. 26 1/2" x 31" x 10". Moves 5500 cfm.* (Equiv. NEMA)

World's Largest Manufacturer
of Air-Conditioning Blowers



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GREAT NEW WASHER

in the popular
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BIG NEWSPAPER ADS

in 79 cities, 86 newspapers,
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4 FAMOUS NBC RADIO SHOWS

on 190 NBC stations,
100 commercials,
50,000,000 listener
impressions a week!

Your Maytag representative has the whole sales-producing

MAYTAG

Maytag dealers in March!

SPECIAL TIE-IN MATERIAL

Inside and outside store,
newspaper, radio, TV,
direct mail!

BIGGEST MAYTAG NATIONAL MAGAZINE CAMPAIGN

33 4-color
spreads and pages
in 11 magazines
this spring!

MAYTAG GOLDEN ANNIVERSARY PROGRAM

celebrating 50 years as home
laundry specialists, makers of
over 10,000,000 washers!

story...see him!

Not a Maytag dealer? Send this 

AG

ELECTRICAL MERCHANDISING—MARCH, 1957

Sales Department, The Maytag Company, Newton, Iowa
I am interested in the possibility of a Maytag franchise in
my city.

Signature

Store Name

Street Address

City..... Zone..... State.....



Ironers (continued)

sufficient pressure or unevenness is either compacting or bunching of the roll padding. If it is not too old, the padding can be removed, shaken, fluffed, reversed, and re-installed with a satisfactory improvement in evenness and pressure. But if severely scorched, unresilient, or otherwise worn or damaged it should be renewed.

If there is still insufficient pressure after you have made sure that the padding is in good order, consult your service manual for instructions on making a pressure adjustment—don't fiddle with it blindly.

Transmission Failure. Seldom will you find it necessary to disassemble a transmission completely. Oftener than not you will be able to renew subordinate parts and make adjustments through the cover-plate opening in the gear box.

But sometime or another you will be confronted with the one-hundred overhaul job and for that, these general points on procedure are worth remembering. Consult your service manual, before you begin, to avail yourself of all the short cuts peculiar to that model. Then, as you disassemble the mechanism, look for mating marks on the gears. Clean the parts thoroughly which you do not intend to renew. As you re-assemble the transmission, test every part with its mate for free movement and apply initial lubricant to each before you put it in place. Set every adjustment with meticulous care and in accordance with the manufacturer's recommendations. To guard against oil leaks, renew oil seals and gaskets, particularly those which you must disturb in the course of your work. Finally, charge the enclosure with the kind and quantity of oil or grease called for by the manufacturer.

Will Not Heat. To test the heating circuit of an ironer equipped with but one thermostat, connect the machine's cord set to your series tester, set the heat control to the highest temperature, close the on-and-off heat switch, and open the motor switch. Now, by elimination, check for all the easy-to-find faults without dismantling. First, jiggle the heat switch lever, then the thermostat

dial to check for loose connections, and, finally, stress test the short cable (if a movable-shoe model) leading from the shoe to the splicing enclosure. If those efforts fail to disclose loose connections, continue the test with a minimum of disassembling and with the series tester still connected, by short circuiting either the shoe terminals or those of the thermostat—which ever are more readily accessible. If the test lamp lights when you short circuit the thermostat, you have pinpointed the trouble to that part; if the lamp lights when you bridge the shoe terminals, you have established that the ironer's wiring and on-and-off heat switch are sound and hence the trouble lies within the shoe and you must now short circuit the thermostat to determine whether the element and the shoe's interior wiring or thermostat are at fault. If the lamp does not light when you short circuit the shoe terminals, then the trouble lies between that point and the ironer's splicing enclosure.

One End of Shoe Will Not Heat. If the thermostats have an Off position, series-test each end of the shoe separately by turning off one end while you test the other. If the thermostats cannot be turned off, the following testing method can be used with equal despatch. First, expose the thermostat terminals at the end of the shoe which will not heat, then turn its dial to the highest temperature and close the on-and-off heat switch. Now connect the ironer's cord set to full-line voltage (instead of through the series tester), and quickly—before the other end of the shoe gets too hot to handle—touch the tips of a 25-watt pigtail test lamp to the thermostat terminals. If the lamp lights, the thermostat is faulty but the element and the shoe's interior wiring are all right; if the lamp does not light, you may assume that the reverse is true. But this test gives no assurance that the thermostat's temperatures are accurate.

In cases where you isolate an open circuit to the element and the shoe's interior wiring (which would include low-voltage pilot lamp shunts), almost invariably you will have to expose the interior of the shoe in order to pinpoint the fault.

Alleged Thermostat Failure. With complaints of insufficient or intermittent heat it is most advisable to series-test for loose connections before concluding that a thermostat is faulty. Then if there are no loose connections and the power supply is adequate, you may consider renewing a thermostat.

When you renew a thermostat, keep these three precautions in mind: (1) make tight electrical

connections, (2) if the control shaft must be passed through an opening, center the shaft nicely to prevent binding or scraping, and (3) position the knob accurately so that it points to Off when the thermostat is turned off.

Although some ironer thermostats have an internal adjustment by which you can raise or lower the entire scale of temperatures, seldom will you be called upon to alter that adjustment, for most users learn by experience the ideal control dial setting for each fabric and make their own allowances for minor temperature discrepancies. And that being so, you will have little use for a thermocouple for checking shoe temperatures. For this you may rejoice, because if you have ever tried to attach the thermal junction of a temperature meter cable (from your oven tester, for example) to the face of an ironer shoe you would know that the customer would be money ahead in service charges if you renewed the questionable thermostat without proving its worthlessness—and surely you wouldn't waste money on a special instrument which you might not use but once in about two or three years.

Occasionally, however, you will want to make a cursory test of the highest and lowest shoe temperatures. At the risk of seeming old-fashioned, we'll suggest that you use a two-stage "spittle" test. In the first stage, allow the thermostat to cycle at about a 250-degree setting (if the dial is not graded by degrees Fahrenheit, put it about midway between *Rayon* and *Silk*), and tap the shoe gingerly with a moistened finger tip. There should be a moderate hiss if the temperature is about normal. For the second stage, allow the thermostat to cycle at about 450 degrees (or between *Wool* and *Cotton*). When you tap a moistened finger to the shoe at that temperature, you should hear a rather sharp crack.

Element Failure. Element failure is by no means common. If your daily assignments comprise a mixture of the principal electro-mechanical major appliances, you may not renew more than one element for one model ironer in several years. Hence, when you plan to install a renewal it may be well to review the service manual instructions for the make in hand.

Sheathed elements present no installation problem because if, for example, you discover an assembly error just before you close the shoe, you can undo as much as is necessary to set things right and go on from there.

You must be especially careful, however, in handling unsheathed elements. First of all, don't remove the protective packaging from the new element until you are

ready to place it in the shoe.

Then, as you take the shoe apart it is a good idea to mark with chalk or crayon one end of the major parts even though some may appear to fit equally well if their ends were interchanged. Such a precaution will speed re-assembly and eliminate unnecessary handling of the new element, its lead wires, and other appurtenances.

And be sure to clean the inside face of shoe as well as the pressure plate, between which parts the element will be compressed, so that no particle of dirt, rust, or any other foreign body will be trapped there and later puncture the new element's insulation. Moreover, examine the pressure plate and inside shoe face for "blisters"—tiny metallic protrusions, spattered and welded to the surface where the element might have burned to ground. In short, get both surfaces perfectly smooth, thoroughly clean, and bone dry.

Finally, when you are ready to compress the element between the shoe and the pressure plate, be sure that all spacers, baffles, washers, and so on are in their proper places, then draw up the pressure plate nuts as evenly as possible to avoid distorting the new element's insulation. Don't overlook any detail in this stage of the work which would require you to begin again, for once compressed in the shoe, an unsheathed element should not be removed until it is to be discarded.

Prove the Work

Check for loose connections and grounds and test all operating functions of the machine on completion of a repair job even though your specific task might have been localized. The "spittle" test will suffice for the heating, but be especially thorough in checking the automatic control. Test it repeatedly to make sure that it responds every time without hesitation.

Now clean the machine wherever you have soiled it in the course of your work, and, finally, show your customer how well her ironer operates as a result of your expert treatment. *End*

THOMAS A. EDISON . . .

started it all seventy-five years ago. And, for fifty of those years ELECTRICAL MERCHANDISING has been reporting the growth of an industry. In July, 1957 a Golden Anniversary issue will report on the progress of a half century and what the future holds forth for the

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**New Flash-Action "Finish" Assures Better
Results than Any Other Detergent!**

- * *"Finish" shines glasses glistening clear every time!*
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Ring up an extra measure of customer satisfaction with every automatic dishwasher sale. Insure the finest results by recommending new Flash-Action FINISH. Countless laboratory and home dishwashing tests in all makes of dishwashers and under widely diversified conditions, show improved results with Flash-Action FINISH.

Based on these tests every dishwasher manufacturer and the American Fine China Guild recommend FINISH with complete confidence — so can you. Better still, try Flash-Action FINISH

yourself. See the difference with your own eyes. We will be glad to supply free samples of Flash-Action FINISH for trial use by you and your customers.



Write for your free copy of "Electric Dishwashing in the Modern Home," first complete manual for dealers, home economists, servicemen and salesmen. Covers design, installations, service and use of electric dishwashers.

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World's Leading Dishwasher Detergent Specialists

WHY SOME SALESMEN SELL

Mr. Stuart Greenley, owner of appliance-radio-TV chain in Flint, Michigan tells how he is best prepared to welcome a sales call.

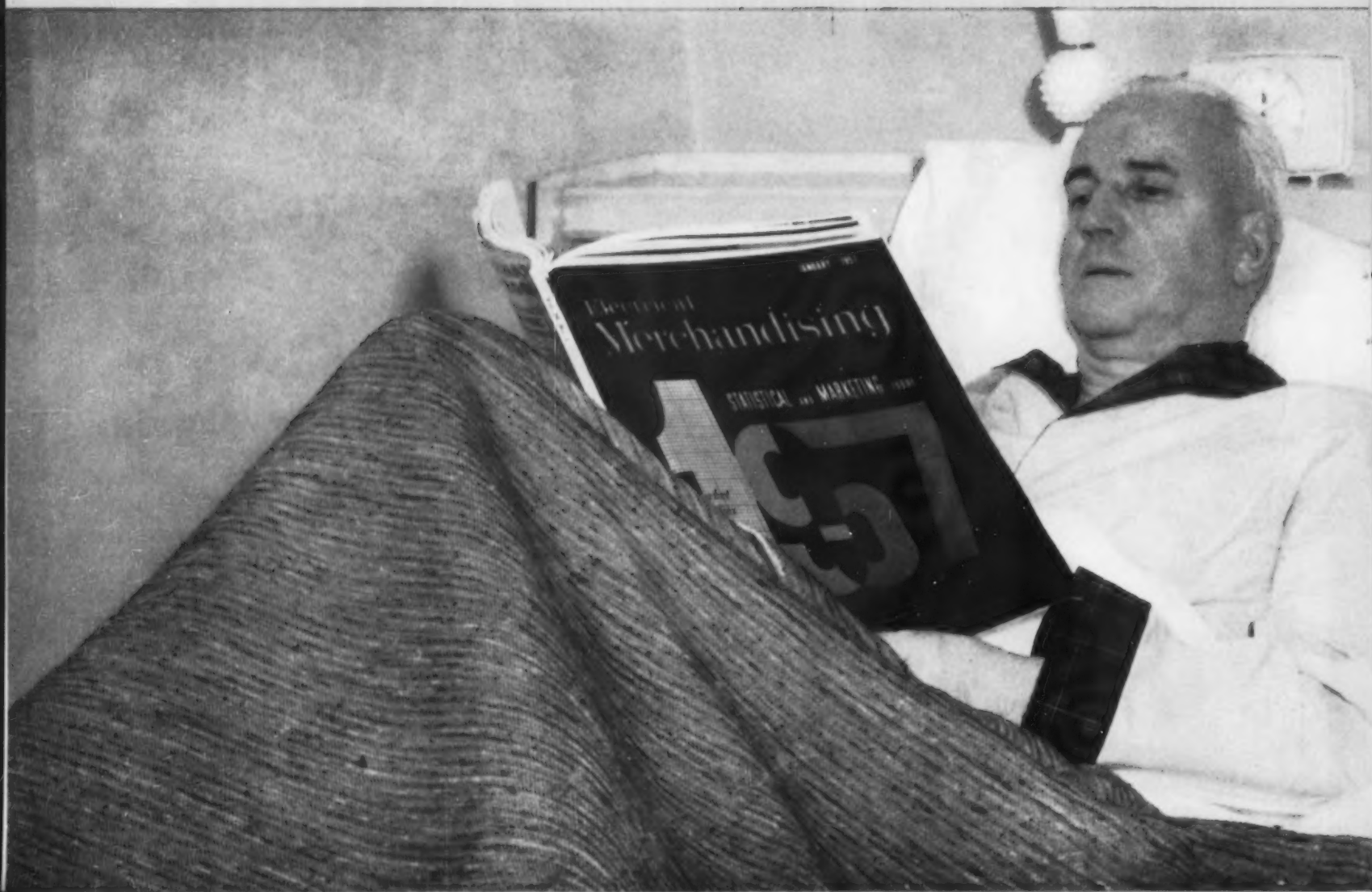


E.M. Could you tell us how you use Electrical Merchandising?

Mr. G. I use the ads for comparing lines as to new product features, price information and new sales ideas.

E.M. Have the ads in Electrical Merchandising ever led you to act on them?

Mr. G. Often! After studying the ads, I have written to manufacturers and asked for their salesmen to call. I have bought many times this way.



DEALERS...on their first call



E.M. Does Electrical Merchandising give you ideas for special promotions?

Mr. G. Yes. I have 5 stores and I face constant need for effective sales promotions. My advertising manager, my 5 store managers and I go over Electrical Merchandising each month and select sales promotion ideas which we can use. Many of these ideas have made money for us.



E.M. What about your salesmen. Do they benefit in any way from Electrical Merchandising?

Mr. G. Most definitely. I clip the ads covering the lines we carry. At sales meetings we use them to keep our salesmen current on our lines. Often, the ads highlight a product feature which we either forgot or didn't know in the first place. This knowledge can mean extra volume.



E.M. Do you have any other comments to make about the advertisements which appear in Electrical Merchandising?

Mr. G. Frequently, the ads are about products that manufacturers and distributors do not show. I like this because if I ever have to add to my line, I'll know who to order from. Seeing the information in the ads saves me a lot of time.

E.M. How much time do you spend with each issue of Electrical Merchandising?

Mr. G. Don't know exactly. But I read it a lot in bed... from cover to cover. I digest all the features, all the ideas, all the ads that interest me. In other words, I read almost every word.

Yes, your salesman sells more easily, more often... more... on his first call, when your advertising has done its work in Electrical Merchandising. *Thousands* of America's leading appliance-radio-TV dealers will tell you that they are pre-sold in the pages of this magazine. Your trade advertising keeps your dealers sold... pre-sells prospectives.

Well-known as NARDA Director from Michigan, Stuart Greenley first subscribed to *ELECTRICAL MERCHANDISING* in 1926. He was a phonograph dealer then. In 1929 he took on radios. Today, all Flint knows his 5 fine, modern stores... "Greenley's."

P.S. We understand, confidentially, that Mr. Greenley's bulky, 3-year file of this magazine is a source of some annoyance to his wife. You have our sympathy, Mrs. Greenley!

Electrical Merchandising



A McGraw-Hill Publication, 330 West 42nd Street, New York 36, N. Y.



(Companion model available for use with humidifiers.)

SELL MORE DEHUMIDIFIERS —MAKE EXTRA PROFITS WITH THIS AUTOMATIC CONTROL

Set it—forget it. Turns on dehumidifier only when needed. Bendix calibration scale permits exact setting for accurate humidity control.

You'll sell that dehumidifier faster if you recommend and sell the Bendix* Humidistat along with it. This Humidistat makes an efficient instrument of a dehumidifier—enables the user to set the exact level of humidity he desires. It's as necessary to proper humidity control as a thermostat is to proper heating. (After all, you couldn't sell a thermostat which merely permitted "hot" or "cold" settings.) Approved by Underwriters' Laboratories, it is

the only 1957 model with new Calibration-Knob setting—the Bendix-designed feature that makes accuracy possible in selection of desired humidity. Operation of the Bendix-Friez Humidistat is simplicity itself. Once it's set, it takes over. The dehumidifier operates only when humidity exceeds the setting on the Humidistat. Needless operation is eliminated. And the new model's handsome gold and silver case blends perfectly with just about any decorating scheme. Write today for full details. Bendix-Friez, 1471 Taylor Avenue, Baltimore 4, Maryland.

\$14⁹⁵

Suggested retail price to give you a big profit margin

*REG. U. S. PAT. OFF.

**FRIEZ INSTRUMENT
DIVISION**



Are You Liable?

CONTINUED FROM PAGE 98

understand the terms of a contract; and, of course, when a contract must be in "writing" to be enforceable.

You might find it of interest to know that a legal, enforceable contract consists of the following elements:

1. **Mutual Assent.** This involves an offer, a communication of the offer, an acceptance of the terms of the offer, and, a communication of the acceptance. Sometimes the courts say that mutual assent means a "meeting of minds." This "meeting of minds" must be voluntarily arrived at. The bargain or agreement between you and the other party must not have resulted from fraud, duress, undue influence, or mistake.

2. **Capacity to Contract.** The contracting parties (you and the other person) must have had a legal capacity to contract. If you and the other party have no such capacity, a contract will not result even though mutual assent exists.

3. **Consideration.** There must be "legal" consideration in every agreement, but not every agreement is a contract. We make many agreements daily. The reason for this is that many agreements do not create legal obligations. For instance, an agreement to attend an electrical merchandising exhibition with someone is an agreement, but it is not a contract. The agreement does not create a "legal" obligation. It creates only a social obligation. The reason why the agreement does not contain legal obligation—hence a contract—is that it does not contain what is known as consideration. You may think that consideration means the giving or payment of money, but this is not true. The payment of money will, however, constitute "valuable" consideration. Legal consideration is found in the mutual promises of the parties if they "surrender" a legal right by making the promise.

4. **Legality of Subject-matter.** Even though the minds of the parties (seller and buyer) have met, the parties have legal capacity to contract, and consideration exists, still a contract will not arise unless the final element—legality of subject-matter, is met.

If all four of the above elements exist, a contract exists.

However, the law provides that certain types of contracts must be put in "writing" to be enforceable.

For example, contracts of executors and administrators who become personally bound for the debts of the estates that they are administering; Contracts in consideration of marriage, like pre-nuptial agreements; Contracts to

answer for debt, default, or mis-carriage of another; Contracts involving the sale of real estate; Agreements that may not under their terms, be personally performed within one year; and, Agreements to sell personal property above a certain amount, usually \$50.00 unless there has been part payment or part delivery.

Only the parties to a contract have any rights or duties under the contract. However, all rights under a contract may be assigned, without the consent of the other party, unless the contract is made non-assignable by its terms.

If, however, disagreement arises, and the controversy goes to court, the court will have to decide whether or not a contract actually exists, and, if a contract does exist, what the rights and duties of the parties are under the contract.

Your contracts may be discharged by performance, agreement of the parties, impossibility of performance, and by law.

A breach of a contract by one of the parties gives the other party a right of action for damages and, under certain circumstances, will discharge him from further duty to perform, under the contract.

Your Warranties

In order to induce a buyer to purchase your electrical merchandise, as a seller, you probably make certain representations covering your goods. Such representations are usually held to be warranties. If, however, your representations as a seller are false and the seller knows or should know that they are false, and the buyer relies on such representations and purchases the goods, the seller is liable to the buyer for damages.

The terms "warranty" and "guaranty" often seem to be understood by many people in business as being synonymous, yet they differ materially. For instance, there are two types of warranties, namely, express and implied warranties.

To clarify this, the law provides that, any affirmation of fact or any promise by the seller relating to the goods is an express warranty if the natural tendency of such affirmation or promise is to induce the buyer to purchase the goods and if the buyer purchases the goods relying thereon. However, no affirmation of the value of the goods, nor any statement purporting to be a statement of the seller's opinion only, shall be construed as a warranty. If, however, it can be shown that the buyer purchased your electrical merchandise, relying upon his own judgment and not upon the representations of the

(Continued on page 160)



**How to move more appliances in
1957... and for years to come!**

These selling tools from Successful **SELL MORE APPLIANCES**

*... provide customers with ideas they can use
in planning their new or remodeled farm kitchen*

centers—key to better farm kitchens

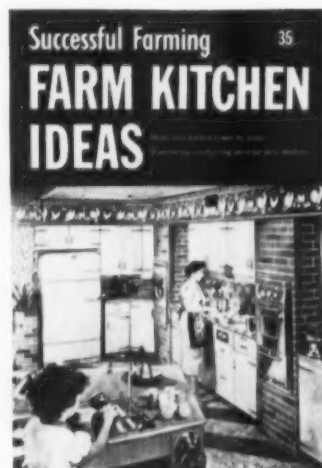
In September, 1956, the editors of *Successful Farming* introduced a basic concept of kitchen planning tailored to the unique work and living needs of farm families. Nine kitchen centers . . . each designed for a specific homemaking activity . . . are presented as the answer to more efficient farm kitchen design. The magazine suggests that each center be complete with modern appliances, proper storage, and adequate work space. In 1957 *Successful Farming* will continue its editorial program on kitchen modernization and appliances—stimulating the farm families' interest in more efficient and satisfying kitchens.

sell kitchen modernization with these tools



PLANNING YOUR FARM KITCHEN. An eighteen-minute full-color filmstrip with synchronized sound. Helps farm families analyze their work and living needs in the modern farm kitchen of today. Previews new time and labor-saving appliances. Shows how to plan the farm kitchen for stepsaving efficiency and beauty . . . how to make the farm kitchen a real family living center. Available at \$9.95 with promotion kit . . . this filmstrip presents real sales promotional possibilities for aggressive dealers.

SF FARM KITCHEN IDEAS. Hundreds of practical ideas on how to plan the new or remodeled farm kitchen are found in this 32-page booklet. An ideal merchandising tool for the dealer with space on the back cover for dealer or manufacturer imprint. With the cover price of 35 cents . . . quantities of the booklet are available at the following costs: Less than 100—17½ cents each . . . 100 to 999—12½ cents each . . . 1,000 or more—10 cents each. Prices f.o.b. Des Moines, Ia.



how dealers can obtain these selling aids

Dealers purchasing the *Successful Farming* filmstrip . . . "Planning Your Farm Kitchen" (\$9.95) or a minimum of one hundred copies of the "Farm Kitchen Ideas" booklets (\$12.50) . . .

1. Will be listed in advertisements in the September issue of *Successful Farming* as

Authorized *Successful Farming* KITCHEN IDEAS CENTERS.

2. Will receive from the magazine three seasonal promotion packages of sales-building display materials. Both the dealer listings and display materials are to be supplied to participating dealers at no additional cost to them.

1

2

3

4

Farming magazine will help you **TO FARM FAMILIES**

Identify your store as an

Authorized SUCCESSFUL FARMING KITCHEN IDEAS CENTER

Dealers offering farm families practical ideas for kitchen improvement from *Successful Farming* will build more farm-family traffic. More-than-a-million able-to-buy families who look to *Successful Farming* for practical advice on farm home modernization will be directed to these KITCHEN IDEAS CENTERS by advertisements in the September issue of *Successful Farming*.

DEALER MERCHANDISING AIDS

To help appliance dealers build greater interest in farm kitchen modernization, *Successful Farming* is supplying participating dealers three different packages of promotional materials during 1957. All display aids are designed to help visualize the nine basic work and living centers in the farm kitchen.

SPRING promotion package

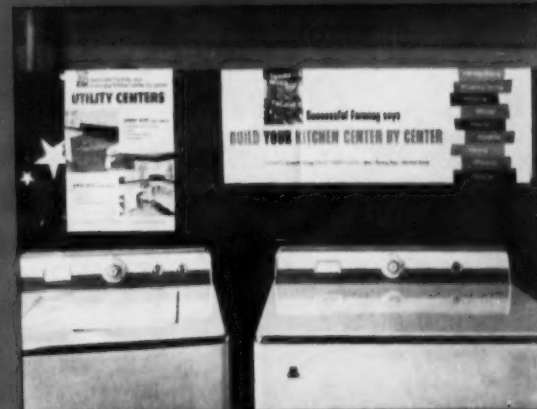
Promotional ideas to help the dealer develop more farm family business . . . Window display materials enabling the dealer to identify his store as an Authorized *Successful Farming* KITCHEN IDEAS CENTER . . . radio commercials . . . newspaper mats . . . poster on Farm Kitchen Ideas booklets . . . two large banners—"Build Your Kitchen Center by Center" . . . three four-color posters featuring basic centers for farm kitchen planning . . . mailed to dealer after February 15.

SUMMER-FALL promotion package

Two banners—"9 Centers to Remodel in Your Farm Kitchen" . . . eight posters featuring all nine centers for farm kitchen design . . . newspaper mats . . . radio commercials . . . classified newspaper advertisements . . . three pennants . . . mailed to dealers after June 15.

CHRISTMAS promotion package

Two banners—"Successful Farming Gift Ideas . . . The Best Gift Ever . . . a new Kitchen Center" . . . Poster on Farm Kitchen Ideas booklets . . . Two banners—"The Best Gift Ever . . . Electrical Helpers" . . . Nine pennants featuring individual appliances as gift ideas for each center . . . newspaper mats . . . radio commercials . . . mailed to dealers on November 1.



FARM FAMILIES...

active buying appliance customers

Unlimited selling opportunities await the aggressive dealer among able-to-buy farm families. The U. S. Department of Agriculture estimates that farmers will spend five billion dollars on appliances in the next four years. The Rural Electrification Administration says the farm portion of the national market will absorb \$24 billion in appliances by 1975.

Farmers and Customers aren't synonymous!

The 1954 Census of Agriculture reveals that 44% of the nation's nearly five million farms receive 91% of cash farm income. These top 2.1 million farms represent big important market potential today and in the future . . . and two out of three of them are concentrated in the Agricultural Heart of America where farm business is big business to dealers and distributors.

Successful Farming readers have ability to buy!

The 1,300,000 families who look to SUCCESSFUL FARMING for practical ideas on kitchen modernization are in the market for modern time and laborsaving appliances. Their cash farm income has averaged around \$10,000 per year for more than a decade. This rich, responsive audience can

mean more sales and greater profits to aggressive dealers in 1957!

Successful Farming is a big, most important selling force!

In hundreds of Midwestern trading areas where farm business is BIG business to dealers . . . *Successful Farming* provides more sales support than the largest of general magazines . . . Here, for example, comparative circulation of major magazines in four basic trading areas.*

| | Sioux City, Iowa | Omaha, Nebraska | Springfield, Missouri | Mankato, Minn. |
|------------------------|---------------------|--------------------|--------------------------|-------------------|
| Successful Farming | 32,210 | 30,440 | 8,124 | 12,607 |
| Life | 11,067 | 22,069 | 6,219 | 4,770 |
| Better Homes & Gardens | 19,744 | 28,194 | 6,314 | 8,611 |
| Saturday Evening Post | 14,571 | 22,872 | 6,799 | 4,929 |

*Basic trading areas from Rand McNally Commercial Atlas and Marketing Guide, 1955.

Your store can become an AUTHORIZED SUCCESSFUL FARMING KITCHEN IDEAS CENTER

Simply fill out this order form for 100 Farm Kitchen Ideas booklets (\$12.50) or one print of the "Planning Your Farm Kitchen" filmstrip (\$9.95). Mail it today to SUCCESSFUL FARMING, Department F. S., 1716 Locust, Des Moines, 3 Iowa.

For additional information about the Successful Farming Appliance Promotion, write: Successful Farming, 1716 Locust, Des Moines 3, Iowa.

DEALER ORDER FORM

SUCCESSFUL FARMING APPLIANCE PROMOTION for 1957

I want to participate in the SUCCESSFUL FARMING Appliance Promotion as an Authorized KITCHEN IDEAS CENTER. Please send me the following quantities of your selling tools to help me sell more appliances to farm families:

_____ copies—Successful Farming Farm Kitchen Ideas booklets.

Costs: Less than 100—17½ cents each; 100 to 999—12½ cents each; 1,000 or more—10 cents each.

_____ copies—Successful Farming Filmstrip "Planning Your Farm Kitchen".

Costs with Promotion Kit—\$9.95 each.

Enclosed is my check (money order).

List my store in the September KITCHEN IDEAS CENTER advertisements as follows:

Dealer Name _____

Address _____ City _____ State _____

Brands of Appliances or Kitchens _____



On modern
refrigerators...

New G-E Wall Refrigerator-Freezer
puts all foods at your eye level.

DULUX® meets the exacting requirements of today's topflight manufacturers



"DULUX" ENAMEL

Better Things for Better Living . . . through Chemistry

**America's leading
home-appliance finish**

Over 53,000,000 major home-appliance units now in
service are finished with Du Pont DULUX Enamel.

LEADING APPLIANCE MANUFACTURERS know that durable Du Pont DULUX is a finish of *consistent* quality. Every shipment of this fine finish meets the *same* rigid specifications. And that's just one of the important cost-cutting, sales-winning advantages that DULUX offers.

Constant research by Du Pont chemists has resulted in a finish that gives more rugged resistance to chipping, cracking, scratching and staining. Application costs are lower, too—without sacrifice of quality appearance and dependable performance.

DULUX keeps its flawless appearance after years of constant use in the home. Its easy cleanability, resistance to wear and long-lasting whiteness help build the continued customer satisfaction so vital to the success of any appliance line. *No wonder so many of today's topflight appliance manufacturers use Du Pont DULUX Finishes.*

E. I. du Pont de Nemours & Co. (Inc.), Finishes Div., Wilmington 98, Del.

Hotpoint Offers

for Increased

THE NEW Hotpoint WIND-O-SLIM price-appeal... for volume sales!



This Hotpoint Air Conditioner offers terrific price-appeal, for volume sales. The new Hotpoint Wind-O-Slim is loaded with the beauty and features that sell—and priced to comfortably fit any budget!

COMPACT DESIGN . . . fits windows as narrow as 24 inches! May be installed flush to inside window sill, or one-third indoors.

EASY TO INSTALL . . . new illustrated instruction book and complete installation kit with each unit, to simplify installation for you or your customer.

COLOR CHOICE AT NO EXTRA COST . . . color fronts are standard, and are interchangeable . . . provide choice of 3 two-tone combinations.

4 MODELS TO SELL . . . one ¼ hp, 7½ amp.; one 1 hp, 12 amp.; plus 1 hp and 1½ hp models—a cooling capacity for every normal cooling need!

Only **Hotpoint** offers
these **8 de luxe** features
in **all** models!

- Lifetime Electrostatic Filter • Coldcoil System • Thriftmaster® Unit
- Automatic Thermostat • Special Cabinet Insulation for Quiet Operation
- Directional Louvers • Full Room Circulation
- Five-Year Hotpoint Protection Plan

THE NEW Hotpoint COMPACT ... for real versatility!

Hotpoint's Compact Air Conditioner is easy-to-sell for hard-to-fit windows! It offers the all-around versatility you need to sell those prospects who are faced with problems caused by windows that are of unusual size or shape.

FITS ODD-SIZED WINDOWS . . . small windows . . . casement windows—all without major alterations!

INSTALLS HALF IN, HALF OUT . . . or completely inside, with adjustable legs to support cabinet.

TWO 7½ AMP. MODELS TO SELL . . . one ½ hp and one ¾ hp.



NEW DIMENSIONS in Merchandising!

Hotpoint has created NEW DIMENSIONS in an intensive, hard-hitting merchandising program to back you up with terrific selling aids—

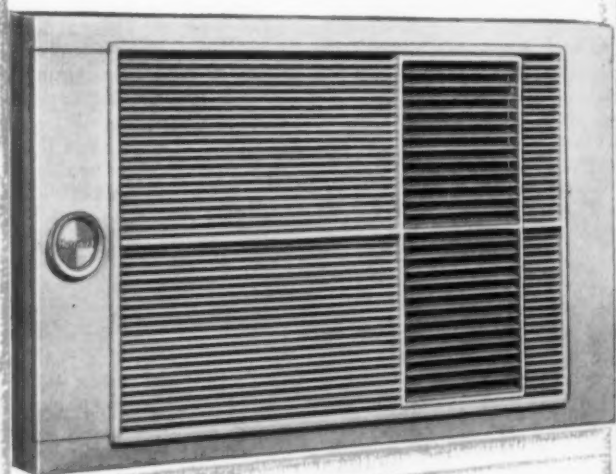
- National Magazine Advertising
- Point-of-Sale Materials
- Multi-Decker Display Stand
- Sales Training Film
- Dealer Ad Mat Book
- Demonstration Kit

NEW DIMENSIONS

Air Conditioner Sales!

FOR ANY SIZE WINDOW...ANY SIZE ROOM...ANY SIZE BUDGET!

Hotpoint Air Conditioners help you sell with NEW DIMENSIONS in design and appeal! The 1957 models are slimmer, lower and thinner... with smart, modern styling that sells on sight. They look better and they *are* better, with the very latest engineering and design advances that provide the most efficient performance... the easiest installation!



THE NEW Hotpoint SILL-O-ETTE
extra beauty...step-up features!

It's slim and trim—yet the Sill-O-Ette cools the air with all the power of more than eight refrigerators! And it offers extra beauty and features that make it an easy step-up from both the "Compact" and the "Wind-O-Slim" models.

INSTALL IN THE WINDOW OR IN THE WALL... either way, the Hotpoint Sill-O-Ette fits *into* the home!

STEP-UP FEATURES... three-speed blower and two-way air changer help you sell up to higher profits!

THREE MODELS... 1 hp, 1½ hp and the new 1 hp, 12 amp. Unit. There's a stylish Sill-O-Ette model for everyone!

COLORS, TOO... beautiful decorator colors—rich two-tone combinations in beige or blue-green.

Here's the line designed to help you take full advantage of the wide-open, big ticket air conditioner market! The Hotpoint Air Conditioner Line is *complete*, with sizes, models and prices to fit every prospect's needs... yet the entire line is as compact as the new design. It's easy to stock, handle and display Hotpoint, because there are no unnecessary models!



THE NEW Hotpoint REGENCY 200
...for that BIG sale!

This 2 hp unit is so powerful it provides maximum cooling for offices, stores... even a five-room home! And the Regency 200 is as beautiful as it is rugged. Hotpoint redesigned it, with dimensions reduced 1/3 to make it more compact than ever!

NEW DESIGN... it's a shadow of its former self, only 17 1/16-in. high, 27 1/4-in. wide, 29 1/4-in. deep!

INSTALLS FLUSH WITH SILL... can be mounted flush with inside sill line—or half inside, half outside.

EXTRA FEATURES... the Regency 200 also offers Hotpoint's three-speed blower and two-way air changer.

Hotpoint Air Conditioners will help you develop NEW DIMENSIONS in your volume, sales and profit—see your Hotpoint Distributor for complete details.

look to Hotpoint for the finest—first!



RANGES • REFRIGERATORS • AUTOMATIC WASHERS • CLOTHES DRYERS • DISHWASHERS • DISPOSALS® • WATER HEATERS • FOOD FREEZERS • AIR CONDITIONERS • CUSTOMLINE • TELEVISION
HOTPOINT CO. (A Division of General Electric Company) 5600 West Taylor Street, Chicago 44, Illinois

first
again
...NOW
IN
COLOR



duratub[®]

APPLIANCE-STYLED LAUNDRY TRAY
WITH HANDIFLO*

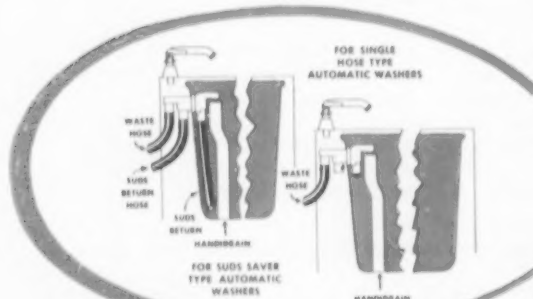
PERFECT SALES SYNC WITH
NEW WASHERS AND DRYERS!

Now available in modern laundry equipment colors — white, green, pink, yellow — Model 9TD **duratub** synchronizes sales-wise with new washers and dryers . . . **duratub**'s a cinch to sell! With Handiflo* double drain, **duratub** is ideal with suds saver or single hose automatic washers — all **duratub** hose connections are permanent, out of sight. No hose handling! Easy to install, **duratub** is a high profit item it pays you to carry!

Users like these features:

- Choice of new appliance colors — white, green, pink, yellow.
- 20-gallon Fiberglass[®] tub — won't crack, chip, stain, mar or dent.
- Baked enamel finish over bonderized electro-galvanized steel.
- Stainless trim, built-in soap dish.
- 3-Purpose Handidrain*, no need for double tubs.
- Top cover for additional counter space, may be left in place when using tub with washer.

• Large storage compartment.



NOTE: Standard Model 9TC **duratub** available in white only. Other features same as 9TD Deluxe except Handiflo double drain.



Please send complete **duratub** information and name of distributor nearest me:

Name
Company
Address
City Zone State

E. L. MUSTEE AND SONS, INC.
6911 Lorain Ave. • Cleveland 2, Ohio

duratub is a registered trade mark, Handiflo* and Handidrain* are trade marks of E. L. Mustee and Sons, Inc.

Are You Liable?

CONTINUED FROM PAGE 152

seller, the buyer would be unable to recover judgment against the seller for the alleged breach of an implied warranty. In short, a mere affirmation or statement of the seller of his opinion only as to the value of the goods does not constitute a warranty.

Suppose you merely say to the buyer that your electrical merchandise is worth much more than you are asking. No warranty is created. Suppose you make a general statement like, "a good buy" or "this electrical merchandise cannot be duplicated for double the money." Such statements are held to be sales talk or puffing. You should keep on using them—but be sure they are facts.

A guaranty contract is not the same as a warranty contract. A guaranty contract has nothing to do with the quality of the goods sold; in fact, it has very little direct bearing upon the sale of goods. In the case of a guaranty contract A enters into a contract with B whereby A states to B that if he will extend credit to C and C does not pay B, then A will pay B. A "Guaranty" contract has to be in "writing" to be enforceable.

Implied Warranty

The law implies that the seller of electrical merchandise makes certain warranties in his sales contracts even though such warranties were not actually or expressly made by him. The type of warranty implied in a given contract depends upon the nature of the contract.

One type of warranty implied in a given contract in most every sale or contract to sell goods and merchandise, namely, is an *implied warranty of title*. This simply means that unless the seller expressly states that some lien or encumbrance stands against the merchandise it will be implied that the seller is the owner of the property, that the property is free from any liens or encumbrances, and that seller has a right to sell it.

In certain types of sales or contracts to sell there is an *implied warranty of suitability*. If the buyer expressly or impliedly conveys to the seller the purpose for which he wishes to use the product and the buyer relies on the seller's skill and judgment in selecting the merchandise the law implies that the seller impliedly warrants that the merchandise purchased will be suitable and fit for the purpose for which the buyer intends to use it.

In some types of contracts there is an *implied warranty of merchantability*. In short, goods are said to be merchantable if they are capable of being sold in the

existing market and in the regular course of business.

If electrical merchandise is sold by sample or by description there is an implied warranty that the goods will correspond to the sample or to the description.

A general rule is that the warranties of a seller to a buyer do not continue to be effective and binding against the seller if the buyer sells the goods to some other person.

The Passage of Title

If a controversy should arise between you (seller) and the buyer it becomes important to know at what exact moment title to the electrical merchandise involved in a contract passes from the vendor to the vendee.

Such controversies sometimes arise over an alleged breach of warranty, or, where the goods are damaged, lost, or destroyed. Or, it may become important in the case of taxation or where a judgment creditor of one of the parties tries to levy upon the merchandise in question. In such cases it, therefore, becomes important to determine if title has passed, and, if it has at just what time did it pass. In the determination of this question we will say the general rule is that the title passes whenever the parties agree that it shall pass. In short, if the vendor and vendee always keep the importance of this matter in mind and specify in their contract at what time title is to pass seldom would difficulty arise.

Often the parties to a sales contract seldom indicate their intentions as to the time title is to pass. However, this point of law should be kept in mind:

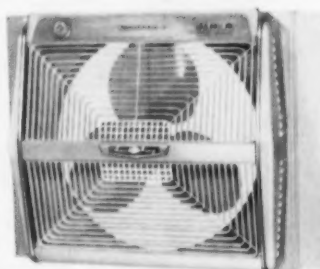
The law provides: (1) Where there is an unconditional contract to sell specific goods, in a deliverable state, the property in the goods passes to the buyer when the contract is made and it is immaterial whether the time of payment, or the time of delivery, or both, be postponed; (2) Where there is a contract to sell specific goods and the seller is bound to do something to the goods, for the purpose of putting them into a deliverable state, the property does not pass until such thing be done; (3) When goods are delivered to the buyer 'on sale or return', or on other terms indicating an intention to make a present sale, but to give the buyer an option to return the goods instead of paying the price, the property passes to the buyer on delivery, but he may revert the property in the seller by returning or tendering the goods within the time fixed in the con-

(Continued on page 164)

FOR '57, SELL...



MORE **EYE** APPEAL



New! "Dual-Diffuser" Louvers—slimmer, modern design—richer, more striking styling. The fan line you'll be proud to display and sell . . . in a complete selection of Window, All Purpose and Fan Mobile models.

BERNS AIR KING IMPERIAL DELUXE. Electrically reversible, 3 speed push button control automatic thermostat, 20" model. Has new "dual-diffuser" louvers and capacitor motor. Golden control panel with ivory louvers and beige tone finish. The first window ventilator that actually adds beauty to any room. 5 year guarantee. Model AV20PN. List Price \$69.95

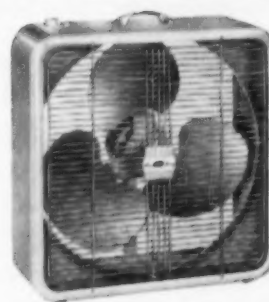
MORE **TRY** APPEAL



More models incorporating Automatic Thermostat—Push Button Control—Electrically Reversible operation. Now you can offer your customers all the most wanted features in a wider variety of America's finest fans. Display Berns Air King and watch prospects sell themselves!

BERNS AIR KING ALL PURPOSE FANS. Available in 20" and 22" sizes . . . all with Retractable Control Handle incorporating automatic thermostat and 3 speed push button controls. "Dual-diffuser" louvers and 5 year guarantee on all models. Two models electrically reversible, one manually reversible. Swivel stand extra on all models. All models come complete with side panels. Series "RT". List Prices from \$59.95

MORE **BUY** APPEAL



Sell the best! Berns Air King fans rated first in quality and performance by America's leading independent consumer testing laboratory.* There's a size, model and price to meet the needs of every prospect. You can feature a **Complete 5 Year Guarantee** on 17 different Berns Air King Fans!

BERNS AIR KING MULTI-PURPOSE ECONOMY MODELS. Greatest fan values you can offer! Famous Berns Air King quality in a 20" Reversible Multi-Purpose Portable Fan for window, floor, table, or desk use. Has 3 speed control. Handsome Beige tone Finish. 5 year guarantee. Attaches and removes from optional adjustable window panels without tools. RA20 (illustrated) List Price . . . \$39.95

Model RA14, 14" model, with casement window mounting bar. List Price . . . \$29.95

WINDOW FANS



MOBILE FANS



FLOOR FANS



DEHUMIDIFIERS



PEDESTAL FANS



HEATERS



ATTIC FANS



EXHAUST FANS



BLOWERS



KITCHEN FANS



BERNS AIR KING CORPORATION • 3050 N. ROCKWELL STREET • CHICAGO 18, ILLINOIS

APPLIANCE INDUSTRY PUSHING

Retailers enthusiastic about Live Better Electrically

Large and small stores are using Live Better Electrically theme and promotion materials to increase sales. How about you? Your utility or distributor will gladly help you tie in.



Elliot Walter, President of Macy's New York: "We in retailing are in complete accord with the objectives of Live Better Electrically for all of us want to increase our sales and profits from appliances and electric housewares. This can be accomplished by active participation of all manufacturers, utilities, distributors and retailers, working together to sell the benefits of electrical living. We feel that consumers will respond to the promotional impetus of the Live Better Electrically program in 1957."

Spring push spearheaded by nationwide magazine and TV coverage

Powerful consumer advertisements are *pre-selling* your customers — especially the new "Rate Your Kitchen" ads scheduled during the big Spring Push. Watch for full-page, full-color Live Better Electrically ads in these top national magazines:

| | | | |
|---------------------------------|----------|--------------------------------|-------|
| READER'S DIGEST | February | McCALL'S | April |
| LIFE | April 15 | BETTER HOMES AND GARDENS | April |
| THE SATURDAY EVENING POST | May 11 | HOUSE BEAUTIFUL | June |
| LOOK | May 14 | SUNSET | April |
| LADIES' HOME JOURNAL | May | PROGRESSIVE FARMER | May |

And on television, the Live Better Electrically story will be brought to countless millions of people by major manufacturers on their own network programs.

Dealer sales kit ready now

Now you can become *Mister* Live Better Electrically in your trading area! The new sales-promotion kit is now available from your local utility or distributor. It includes —

- Giant full-color blowup of the "Rate Your Kitchen" consumer ad
- Ad mats and drop-in elements
- Roll of three colorful 7-foot streamers
- Full-color, 72-page booklet, "Ideas to Help You Live Better Electrically"
- Car cards, streamers, and string tags

See your local utility or distributor about how you can take advantage of this powerful selling program.

All this to help retailers increase sales of all brands of appliances . . . But what about you, Mr. Retailer? Have you tied in with Live Better Electrically?

LIVE BETTER ELECTRICALLY

Top manufacturers back big spring sales drive

Planned so it will increase sales of all brands of appliances at the retail levels, Live Better Electrically's 1957 promotion is being used by appliance manufacturers and dealers all over the country to back up their own sales programs. Frigidaire, Kelvinator, Philco, General Electric and Westinghouse are among the many who will make full use of the "Live Better Electrically" theme and materials during the Spring Push on appliances, spearheaded locally by the nation's utilities. Interviews with top sales officials point up the reasons why this promotion is being so enthusiastically supported at all levels of the industry.

FRIGIDAIRE

Herman A. Lehman, General Manager, *Frigidaire*: "Frigidaire will make an all-out effort to use Live Better Electrically to its fullest potential in 1957. We think there are extra sales here, and are urging our dealers and distributors to cooperate closely with electric utilities in Live Better Electrically local promotions."

GENERAL  ELECTRIC

Charles Rieger, Vice President, *General Electric*: "Our marketing studies have shown the need for an industry-wide program to develop the present and future market and increase sales of electrical merchandise. In addition to national advertising, we are urging our distributors and retailers to capitalize on Live Better Electrically."

Kelvinator

Walter Jeffrey, Vice President, *Kelvinator*: "The Live Better Electrically symbol and slogan will be displayed in our national advertising, and we will encourage our distributors and dealers to use the Live Better Electrically theme for effective, hard-hitting promotions."

PHILCO

John M. Otter, Executive Vice President—Marketing—*Philco*: "Philco is all the way for Live Better Electrically in 1957. We want our salesmen to spread the word on Live Better Electrically to dealers and distributors everywhere—both for our own sales and for the benefit of the entire industry."

Westinghouse

Chris J. Witting, Vice President—Consumer Products—*Westinghouse*: "By using the Live Better Electrically idea in our magazine and TV advertising, we feel that the consumer demand for electrical products can definitely be increased. Dealers who utilize Live Better Electrically themes in their local promotions will be able to reap the benefits of our national consumer advertising."

These are just a few of the many leading manufacturers across the country who are taking part in the Live Better Electrically promotion. They, along with countless dealers and distributors, utilities, bankers, builders, and contractors, are currently making plans for the peak buying season this spring. If you haven't made *your* plans for taking advantage of Live Better Electrically's Spring Push, see your local utility or distributor right away for all the exciting details. But don't delay! Lost time is lost dollars in sales.

LIVE BETTER...*Electrically*



TRADE-WIND PRE-WIRED VENTILATING HOODS



PATRICIAN VENTILATING HOOD

Budget priced packaged unit complete with AF-7 Ventilator, light and double light/ventilator switch. 5 standard lengths in satin chrome and copper tone. Standard model has Ventilator at left side, center or right positions available; also colors on hood.

STATIONARY VENTILATING HOOD

Stunning modern design pre-wired with 3 speed control and light operated by Touch-Bar. For use with Trade-Wind 3501; or with 2501 or 1501 Ventilator and slide filter. 5 standard lengths in brushed copper (it's real!) or stainless steel finish. Hood has exclusive Trade-Wind baffle plate.

SALEM VENTILATING HOOD

Beautiful Early American design in antique copper (it's real!), pre-wired with 3 speed control and light operated by Touch-Bar. For use with Trade-Wind 3501; or 2501 or 1501 Ventilator with slide filter. 5 standard lengths. Hood has exclusive Trade-Wind baffle plate.



IT'S A SNAP!

Simply break-away top to fit any Trade-Wind Ventilator at right or left side. Note that light and control switch are completely pre-wired.



ANOTHER TRADE-WIND EXCLUSIVE!

Touch-Bar control for both light and 3 speed switch on the Salem and Stationary. This striking modern design eliminates confusing array of colored buttons.

for QUICK, EASY INSTALLATION!

You make just one electrical connection and a Trade-Wind Ventilating Hood is ready to use!

Trade-Wind pre-wires each hood at the factory, making all connections to the light and control switch.

In addition, both the Trade-Wind Salem and Stationary Hoods are now equipped with special break-away tops which are cut out and scored to take any of the 3 Trade-Wind Ventilators (Models 3501 — 550 C.F.M., 2501 — 425 C.F.M., 1501 — 300 C.F.M.) The Ventilators can be located either at the left or right side of the hoods. All the Ventilators have Slide Filters for easy cleaning.

The Patrician is supplied as a complete package with the AF-7 Ventilator. All hoods are easily installed without special tools.

You Get **MORE** with **TRADE-WIND**

- 3 Striking Hood Styles
- All Hoods Pre-Wired
- Handy Break-Away Tops Fit 3 Trade-Wind Ventilators
- 5 Standard Hood Lengths
- 3 Popular Hood Finishes
- Exclusive Touch-Bar Control

Trade-Wind Motorfans, Inc.

7755 PARAMOUNT BOULEVARD, DEPT. EM, RIVERA, CALIFORNIA

Are You Liable?

CONTINUED FROM PAGE 160

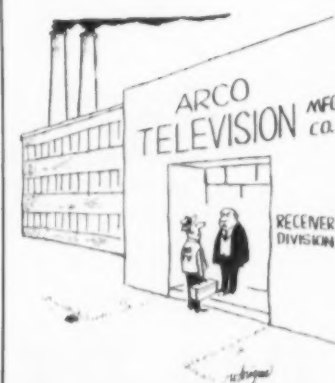
tract, or, if no time has been fixed, within a reasonable time. When goods are delivered to the buyer on approval or on trial, or on satisfaction, or other similar terms, the property therein passes to the buyer when he signifies his approval or acceptance to the seller or does any other act adopting the transaction, or, if he does not signify his approval or acceptance to the seller, but retains the goods without giving notice of rejection, then if a time has been fixed for the return of the goods, on the expiration of such time, and, if no time has been fixed, on the expiration of a reasonable time; and, (4) Where there is a contract to sell unascertained or future goods by description, and goods of that description and in a deliverable state are unconditionally appropriated to the contract, either by the seller with the consent of the buyer, or by the buyer with the assent of the seller, the property in the goods thereupon passes to the buyer. Such assent may be expressed or implied, and may be given either before or after the appropriation is made.

Remedies

An unpaid seller of electrical merchandise has certain remedies which he may exercise against the buyer. For instance, if the title to the goods has passed to the buyer he (1) has a lien on the goods, (2) he has a right of stoppage in transit, and, (3) he has a right to resell the goods.

Under certain circumstances an unpaid seller of electrical merchandise has a right of stoppage in transit. The following conditions must exist before the seller may exercise this right of stoppage in transit: (1) the goods must be in transit, and, (2) the buyer must be insolvent.

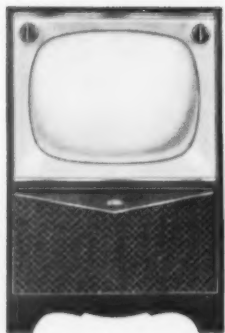
In addition, an unpaid seller of electrical merchandise has certain (Continued on page 168)



"WELL I CAN TELL YOU THAT NO ONE HERE PHONED FOR A TELEVISION REPAIRMAN."



MONACO Table Radio



BRADFORD
21" overall diagonal;
262 sq.-in. viewable area.
Mahogany Grain finish or
Limed Oak Grain finish.

GOVERNOR WINTHROP HI-FI
4 speakers, plug-in for extra
speaker, tape or TV; 40 watt output.
Genuine Mahogany, Limed Oak
or Fruitwood Veneers.



**Your own personal record
selection counter.**
Unique dual purpose lid opens down
to provide ample space for sorting
choice recordings.



BELVIDERE
21" overall diagonal;
262 sq.-in. viewable area.
Mahogany Grain finish or
Limed Oak Grain finish.



DEBUTANTE Clock Radio



YOUR CUSTOMERS ARE LOOKING FOR QUALITY!

Give them what they want... and take your full profit on every sale

More and more, people are asking for the *best*.

Today's buyer wants *quality*. He knows quality. And he'll *pay* quality prices.

Give him what he's looking for with Du Mont, America's leading quality line.

You gain three ways—in satisfied customers... in bigger sales... in *full profit* on every sale!

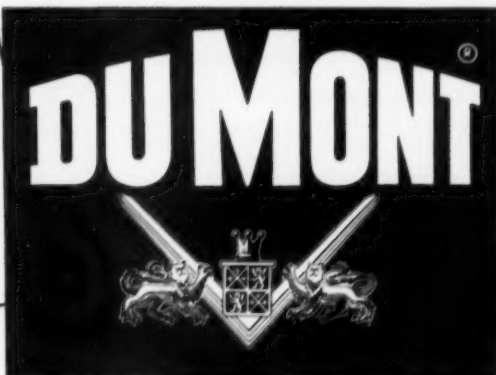
WHAT DU MONT *Quality* IS:

- Higher Sensitivity—performance no other set can equal.
- Greater Selectivity—a clear, sharply defined picture.
- Lasting Dependability—engineered and built to deliver long trouble-free service and satisfaction.

WHERE DU MONT *Quality* COMES FROM:

- EXCLUSIVE DU MONT SENSIMATIC TUNER
- 30-33 TUBE FUNCTIONS
- EXCLUSIVE SIGNAL BOOSTER CIRCUIT
- FULL-FIDELITY SOUND SYSTEM
- EXCLUSIVE UHF FIELD CONVERSION PLUG-IN TUNER
- NEW RESERVE POWER
- FULLY TRANSFORMER-POWERED
- LOCAL-DISTANCE PICTURE STABILIZER
- RIGID QUALITY CONTROL TO REMOVE SERVICE RISK

DU MONT—THE QUALITY LINE THAT YOU CAN SELL AT FULL PROFIT



SOUND STAGE HI-FI
Beautiful cabinet in
Mahogany Grain or Limed Oak
Grain finish. Detachable legs.
Automatic amplifier shut-off.

Allen B. Du Mont Laboratories, Inc., 35 Market Street, East Paterson, N. J. Manufactured and Distributed in Canada by Canadian Aviation Electronics, Ltd.

Only *Signal* gives you all these selling features!

★ **Original Breeze-Diffuser Grille**—first 1-piece molded plastic grille on any fan! Gives high-fashion styling and no-draft, *natural* cooling! Turn this same fan around and get powerful direct air-flow from the bright, polished finger-guard grille. Two kinds of cooling from one fan!

★ **The Industry's Greatest Five Year Guarantee** Founded on Signal's long experience, the rugged design and reliability of the famous Signal-built Stout-Heart Motor. This guarantee means just what it says—builds satisfied customers for you!

★ **Electrically-Reversible** Just a flick of the switch changes direction of air-flow from "in" to "out" or vice versa. One fan for intake or exhaust cooling. Switch to "out" and blow out hot, stuffy air—or to "in" and draw in cooling nighttime breezes!

★ **Manually Reversible and Portable** Hideaway carrying handle makes it easily portable—goes wherever cool comfort is needed. Also for turning fan around in the window for either no-draft, *natural* cooling from one side or powerful, direct air-flow from the other.

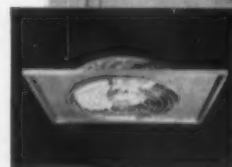
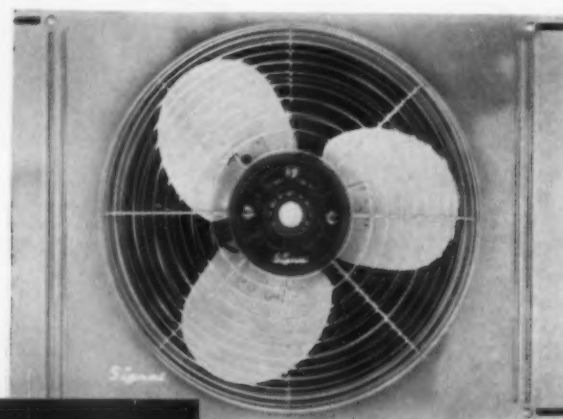
★ **Automatic Thermostatic Control** Just select the cool temperature you want and forget it. For the rest of the summer it's automatic! Fan turns on automatically when temperatures go up—turns off when it cools again. Signal's Magic Thermostatic Brain works even while you sleep—avoids chills from sudden nighttime temperature drops!

★ **Handy, Simplified, In-Sight Controls** Attractive and obviously simple. Scientifically placed to avoid interference with air-flow yet always handy—even when fan is turned around. Every Signal Fan is UL Approved, gives no radio or TV interference.

★ **World's Pioneer Manufacturer of Electrically-Reversible Window Fans** Over 65 years of leadership in design, experience that lets you sell Signal Fans with confidence!

ANOTHER *Signal* EXCLUSIVE FIRST PANEL-TYPE WINDOW FAN WITH BOTH FRONT AND REAR GUARDS!

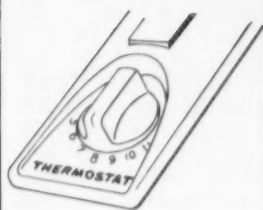
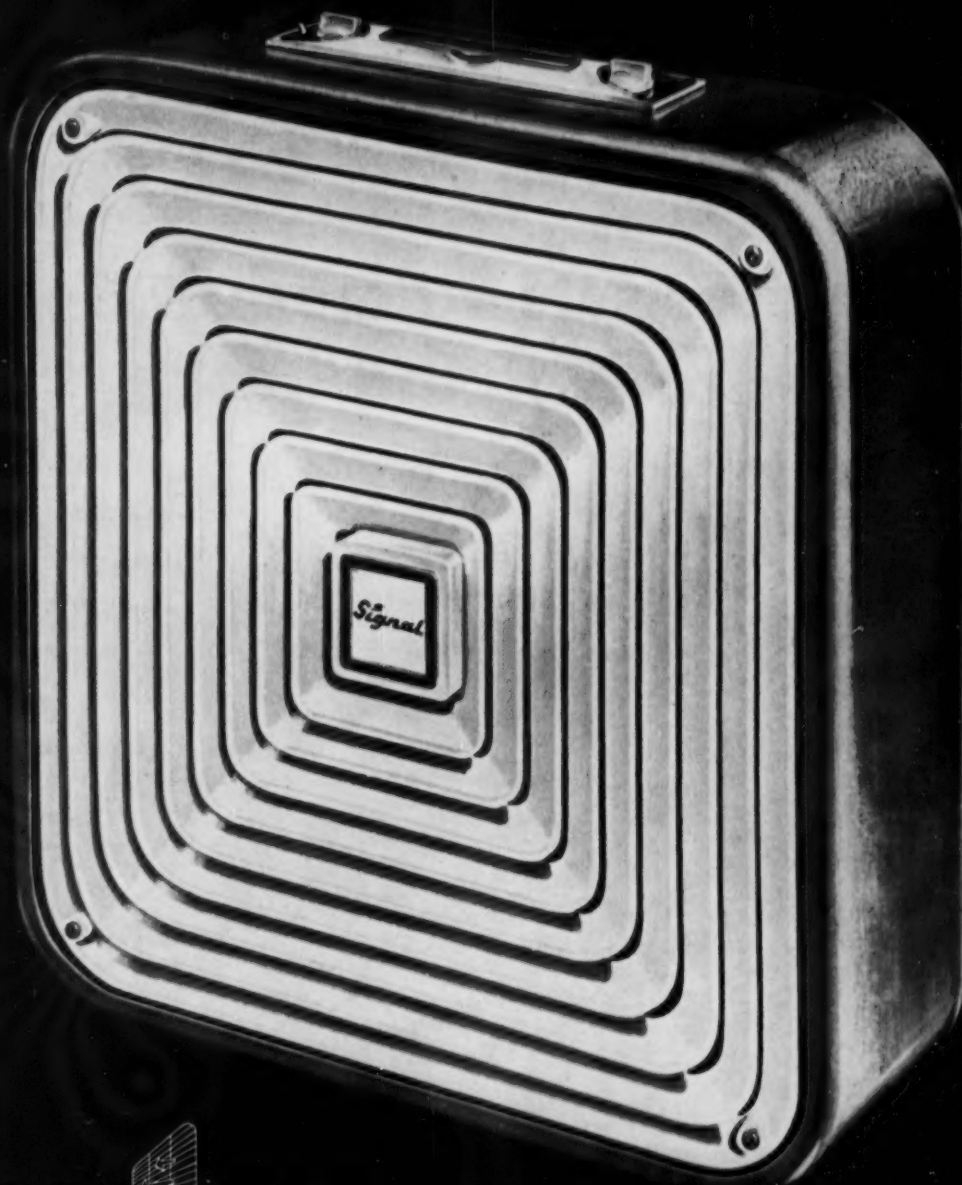
- ★ Attractive protective guard on *both* front and rear.
- ★ Priced to sell at low, low price—yet it's electrically-reversible!
- ★ Protected by the industry's greatest 5-Year Guarantee.
- ★ Giant 20" blades, 4000 CFM Circulating NEMA rating.
- ★ 3-Speed control, both directions, whisper-quiet operation.
- ★ Installs in a minute—needs only a screwdriver.
- ★ Metal Window Expander Panels—integral part of fan.
- ★ UL approved, no radio or TV interference.
- ★ Beautiful 3-tone, neutral color styling that sells on sight!



Protective guard on both front and rear!



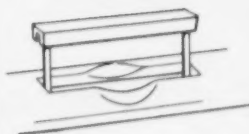
SIGNAL ELECTRIC DIVISION



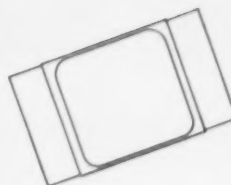
Signal's own
Thermostatic Control



Integrated
motor and blades



Hideaway handle
is a "selling" extra



Expander Panels plus
accessories add profit



5-Year Guarantee sells
customer, protects you

WORLD'S PIONEER MANUFACTURER OF ELECTRICALLY-REVERSIBLE WINDOW FANS

• KING-SEELEY CORPORATION, Menominee, Michigan

Arvin

On-the-target for stronger '57 selling!

PORTABLE RADIOS

3 new transistor sets—aimed at your fastest growing market!

NEW! Pocket size, 6 transistors, weighs only a pound! This compact beauty fits hand, pocket or purse. Unbreakable plastic cabinet, beautifully styled in Ebony, Siamese Pink or Bone White, with gold trim. Pocket-or-belt clip in back, doubles as easel-stand. Low-cost battery lasts many months. Earphone accessory available extra. Size, 6½" x 3½" x 1½". In exclusively designed gift carton, Model 9577P, \$59.95*



NEW! 6 transistors, big 5" speaker. A marvel of pure-tone dependability in a virtually wear-proof Arvinyl-on-aluminum case, richly textured in off-white or tan, gold trim. Planetary drive for precision tuning; printed wiring; automatic volume control. Size, 10½" x 8½" x 3½". Model 9574P, \$69.95*

NEW! 7 Transistors, super-sensitive. An engineering triumph in a tubeless radio, with finest automatic volume control. Flip-switch dial and folding handle permit double duty as table model or portable. Handsome luggage-type cabinet in British Tan or Dark Brown Alligator leatherette. Long-life battery good for a year or more in normal use. Big 5½" speaker. Size 11¼" x 8¼" x 4". Model 9562P, \$79.95*



*Portables priced less batteries, suggested retail zone 1.

LUXURY-STYLED, SUPER-POWERFUL 3-WAY PORTABLES!



Distinction in every detail, typical of Arvin quality that goes clear through. Bold saddle stitching in light tan leatherette, with gold trim; handy shoulder strap; 4 tubes plus rectifier. On-off volume control inset in top, above dial. Air loop antenna and big Alnico "V" PM speaker, for distance. Model 8565P, \$39.95*



High-spirited styling, in bright, gay colors—and as good as it looks! Air loop antenna for long distance range. Alnico "V" PM speaker. A smartly turned-out traveling companion in lustrous plastic case, Matador Red, Aqua or Cinnamon, rich gold-tone trim. Model 954P, \$32.95* Model 952P in Maroon only, \$31.50*

Electronics and Appliance Division
Arvin INDUSTRIES, Inc., COLUMBUS, INDIANA

Arvin also manufactures Arvin Portable Electric Heaters, Electric Cook, Fans, Automobile Heaters, All-Metal Ironing Tables, Outdoor Furniture and Barbecue Braziers.

Nationally
Advertised

Are You Liable?

— CONTINUED FROM PAGE 164 —

remedies against the buyer for the breach of the contract. In short, he may bring an action against the buyer for the contract price; under proper circumstances he may sue for damages for non-acceptance of the goods; and, he has a right to rescind the contract and sue for damages.

Under proper circumstances the buyer has the following remedies against the seller of electrical merchandise. For instance, he has a right to sue the seller for converting or detaining the goods; he may sue the seller for failing to deliver the goods; and, in some cases he may bring a suit in equity for specific performance of the contract.

Other Points

Obviously, the seller of electrical merchandise must deliver and the buyer must accept the goods to effect a sale, and of course, in accordance with the terms of the contract. The place, time and manner of delivery depends upon the parties involved.

The buyer has a right to inspect and examine the goods when delivered to him. If, however, there is a delivery of wrong quantity, the buyer may reject the goods. A buyer is held to have accepted the goods if they are tendered to him and he intimates to the seller that he has accepted them or, if the goods have been delivered to him. If the seller is ready and willing to deliver the goods, and the buyer does not accept delivery within a reasonable time, in accordance with the terms of the contract, the buyer may be liable for a reasonable charge for the care and custody of the goods.

In buying and selling electrical merchandise, both parties should agree on all legal points of a sale or a contract to sell. If your sales contracts are tested by legal principles of contract law would they be enforceable? You should incorporate in your sales contracts all material points so that you may define your legal rights or liabilities under the contract. To be safe consult a competent attorney. In so doing you will be better able to sell your electrical merchandise efficiently and economically. End

A SPRING TONIC

is a sure cure for that down-in-the-mouth sales approach. In April, Electrical Merchandising will bring you just such a sales remedy with an issue devoted to housewares, their present status, and their potential as an all year 'round . . .

. . . . BUSINESS BUILDER

Hottest Sales Features of any Automatic Coffee Maker!



**Only the
Stainless Steel
Farberware Coffee Maker**

PUMPS HOT WATER INSTANTLY

at the exact temperature for perfect brewing!

Now... a beautiful stainless steel coffee maker that sells on sight! Farberware is loaded with exclusive features every home-maker wants. Only super-fast Farberware brews perfect coffee faster than you can boil water! Only Farberware has the remarkable double-action instant-flow pump that "pumps" hot water to the coffee grounds at exactly the right temperature for perfect brewing! 12 Cup Automatic Coffee Maker. Only \$29.95. Brews 2 cups in 2½ minutes, 12 cups in 10!

*Feature the entire Farberware line
of automatic electric cookware
for big year-'round profits!*

**NEW! FARBERWARE
"Holiday" Automatic
Coffee Maker.** Decorator-designed in gleaming stainless steel, with popular new sunset trim. Only \$31.95. 2 cups in 2½ minutes, 12 cups in 10!



HOSTESS URNS: Perfect for every social occasion! 12 to 30 cups in only 12 to 24 minutes, \$49.95; 12 to 55 cups in 12 to 40 minutes, \$59.95.



FARBERWARE®

S.W. FARBER, Inc., New York 54, N.Y. • Makers of Stainless Steel Automatic Electric Cookware and stainless steel cookware with that wonderful thick aluminum-clad bottom

ELECTRICAL MERCHANDISING—MARCH, 1957

PAGE 169

Only **Porcelain** gives you **ALL**

● **Easier to keep clean!**

Fast, easy cleaning is traditional with Porcelain Enamel, and of great interest and importance to your customers. The glass-hard surface stays sanitary and sparkling with a fraction of the effort required for

cleaning other finishes. And with stain-proof Porcelain Enamel, no homemaker ever need fear permanent discolorations from lipstick, fruit juices, alcohol and other household items.

● **Will not rust, burn, discolor!**

Permanently fused at red heat, the impervious ceramic coating and steel base form a material which does not rust . . . is

unaffected by heat . . . does not discolor from aging or staining.

● **Lifetime beauty!** **No change in color.**

Whether homemakers prefer white or one of the many attractive colors available, they can be sure Porcelain Enamel will not

change over the years, nor will it grow shabby or old in appearance. It will give a lifetime of beauty and service!

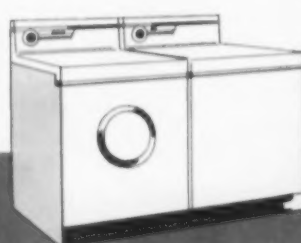
Where you'll find
PORCELAIN ENAMEL *on appliances*



REFRIGERATORS



RANGES



HOME LAUNDRY EQUIPMENT



FREEZERS

Porcelain Enamel is used also in
WATER HEATERS • DISH WASHERS • INCINERATORS • IRONERS
HEATING and AIR CONDITIONING EQUIPMENT • PLUMBING FIXTURES • ELECTRIC HOUSEWARES
and other appliances



This distinctive label identifies Porcelain Enamel and describes some of its outstanding advantages.

Enamel

of these powerful sales points

*and you'll
like this*



***EASY TO
DEMONSTRATE***



BURN-PROOF

Prospects are startled when a book of matches is lighted on a Porcelain Enameled surface. A damp cloth wipes smoke marks away in a jiffy, the surface is unharmed!



SCRATCH-PROOF

Even a sharp knife or the knurled edge of a coin won't scratch Porcelain Enamel. You can prove this to the customer without harming the surface.



WIPES CLEAN

The most durable "kiss-proof" lipstick will not stain Porcelain Enamel permanently. Remove it easily with a damp cloth.

FRIT DIVISION

PORCELAIN ENAMEL INSTITUTE, INC.

Associations Building, 1145 Nineteenth St., N.W. Washington 6, D.C.

PORCELAIN ENAMEL INSTITUTE, INC.

Associations Building, 1145 Nineteenth St., N.W., Washington 6, D.C.

Please send me information about: Please send me a free copy of:

☐ Demonstration Kit, \$5.00 ea. ☐ "Selling Facts about Porcelain Enamel"

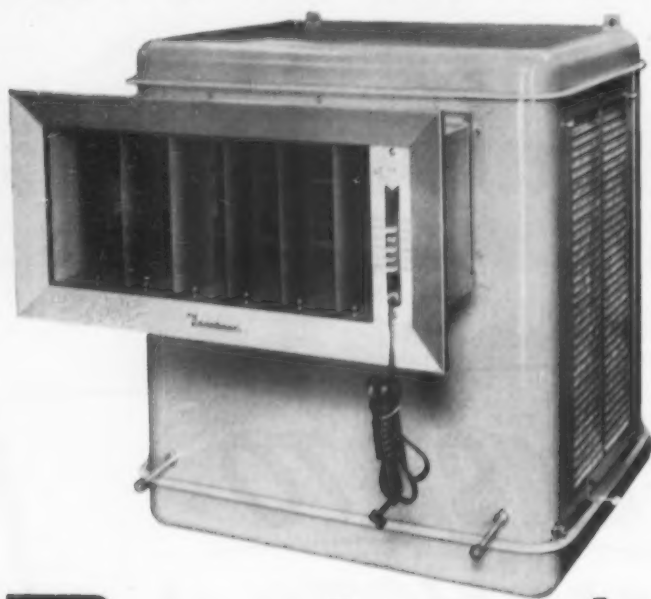
☐ Slide Film (on loan basis) ☐ "Prove for Yourself . . ." Booklet

Name _____

Company _____

Address _____

Now..in **COMPATIBLE COLOR**
..the Prettiest Picture of the Year!



Dearborn's
all-new

CORONET AIR COOLER

Giving you more to sell than ever before!

MORE COLORFUL BEAUTY

In cool green accented with regal gold..with jewel-like control panel.

MORE OPERATING CONVENIENCE

New *pushbutton* control panel on the two-speed models puts any range of comfort at the fingertips..new dial-like damper control on one-speed models.

MORE COOLING ABILITY

New "Slip-Stream" louvers, couched on rubber, step up cooling ability..give wider angle of air direction..reduce turbulence..operate whisper-quiet. New "wide-open" interior construction gives freer flow of air and water, greater cooling capacity. Finer, more efficient water distribution system. New, fast, simple casement window installation.

MORE DURABILITY AND LONG LIFE

New, exclusive "Integrip" interior finish gives maximum protection against corrosion and rust. New plastic interior fittings for all parts in contact with water.

MORE TO SELL *plus* **MORE SALES ACCEPTANCE** equals **MORE PROFITS FOR YOU** with the all-new Dearborn Coronet Air Cooler. If your Dearborn representative hasn't got around to you yet..call or write us now for more information.

Dollar-wise..it's
Dearborn®

**DEARBORN
STOVE COMPANY**
 1700 W. Commerce
 Dallas, Texas

Free Lessons Sell Sewing Machines

CONTINUED FROM PAGE 99

Hughes has a sewing machine background of 17 years. He feels the school run by Wheeler Appliance is the best advertising possible.

"We sell White, Necchi, Viking and Vigorelli. These are top brands and so bring in a good class of prospective customers. But more than the name-brand bringing them in, it's the school with its free individual lessons.

"I have lots of women more concerned about getting the individual instruction, than they are about the mechanics of the sewing machine. To them, knowing how to use it is more important than the machine itself. They want to be assured we mean it, when we promise to give the number of lessons needed."

Wheeler Appliance was started in 1938 by its present owner. He called it "Wheeler" because that was the name of the sewing machine he handled at that time. He concentrated on sewing machines because he didn't have enough money to stock other items.

Tie-in Appliances

Gradually the appliance department grew, until it surpassed the sewing machines. But it is because of the sewing machines that many of the appliances are sold.

Various appliances are kept close to the sewing machine section. The women making frequent trips in for their lessons become accustomed to the appliances being there. Often when in the market

for a new appliance they contact Wheeler Appliance.

Many of them approach sewing machine salesman Hughes, but as his pay from Wheeler Appliance is solely commission on sewing machines, he turns them over to another salesman. These other salesmen, in turn, give him sewing machine prospects.

Mass Display

Some prospective customers drop in because of what they see from the street—through the store window. As they walk past the store, the passersby see at least 18 sewing machines kept close to one of the front windows. They also look into the school room, where a clothing dummy, sewing material tacked to the wall, table and chairs "show" it to be an instruction room. This creates interest and curiosity.

On several of the display sewing machines, samples of the designs the machine can sew are kept. These have been made with bright colored thread on expensive cloth. Salesman Hughes says that women like to pick up the material and ask questions about it. He finds it to be an excellent "ice breaker".

Display machines are not crowded. Prospective customers can easily walk within the area, and there is plenty of room for a chair so the machine can be demonstrated. Each one is permanently plugged in, with a few having the light constantly. *End*



"DOES YOUR FOOT COME WITH IT?"

NEW PRODUCTS



ANNA A. NOONE

New Products Editor

**WESTINGHOUSE Washer-Dryer**

Westinghouse Electric Co.,
Mansfield, O.

Device: Westinghouse 1957 Wash-N-Dry Laundromat.

Selling Features: Launders and dries clothes automatically in single unit; only 32 in. wide; revolving agitator wash action—50 revolutions a min.; both wash and dry cycles are flexible; weigh-to-save door; water saver button that saves up to 12 gal. water per load; 8 lbs. load capacity; "Picture Window" styling. Price: \$549.95.

**TRACY Dishwashers**

Tracy Mfg. Co.,
1142 Merchandise Mart,
Chicago, 54, Ill.

Models: Tracy "Thoro-Matic" on-the-wall, stack-on and undercounter dishwashers.

Selling Features: On-the-wall model occupies 23x30 in. space; actually hangs on wall and blends with kitchen decor; serves as portable or permanent unit; an adaptor attaches to faucet for portable installation, holds service for 8 people.

Stack-on can be placed on top of base cabinet at eye level or above laundry unit; drop door may be utilized as additional kitchen work table. Undercounter model fits under custom kitchen unit; both have capacity for 10 people.



All models feature 45 min. wash and dry cycle which includes 3 pre-washes, 2 washes, 3 after rinses and spot free drying; agitator spins first clockwise then counterclockwise; automatic cut-off switch stops machine when doors are open; cups and glasses stacked at 60 deg. angle for more thorough wash and dry action.

**PHILCO Ranges**

Philco Corp.,
"C" & Tioga Sts.,
Philadelphia, Pa.

Models: Philco 1957 range line consists of 8 models 3 40-in single oven models, a 40-in. double oven model; 3 30-in. models and a 20-in. 4 surface unit apartment range.

Selling Features: 40-in. single oven have divided top surface units; double oven model has cluster arrangement; 30-in. models have L-shaped arrangement.

Optional feature on 4 models is a "Smoke-n'-odor stop"—a catalytic electro-chemical action that reduces cooking odors and smoke from food cooked on surface range—it swivels to front or back surface unit, and is raised or lowered to cover any size pan, positioned over oven vent it also removes roasting odors.

An automatic, self-regulating surface unit turns any pan into an automatic cooker by means of

a tiny sensing device that cycles unit off and on.

Roastmeter automatically records doneness of meats; has a "dinner ready" buzzer that signals when food is cooked.

"Broil-Under-Glass" tempered glass shield prevents smoking on five broiler units.

Quickset oven timer has new design.

Top models SS-4079, a single oven 40-in and SD-4079 a double oven 40-in. are equipped to use "Smoke-n'-odor stop"; other 40-in. models are equipped also equipped to use new odor eliminator.

**EASY Automatic Washers**

Easy Laundry-Appliances, Div.,
The Murray Corp.,
1169 Merchandise Mart,
Chicago, 54, Ill.

Models: New line of 4 automatic washers include ADG Regent Riviera, ASG Cavalier, and Holiday.

Selling Features: ADG Regent, all-fabric automatic model features a 5-temperature wash water selector, a 3-temperature rinse, and a fabric protector control; washing temperature selector can be set at hot, medium, warm, cool and cold; rinse selector provides warm, cool or cold settings; a load size selector provides variables from 4 to 9 lbs.; 2 separate time cycles for normal and fine fabrics are also included; in regular cycle, spiralator wash action develops 62 strokes per minute.

Riviera model features push button control of 3 wash water temperatures, 2 rinse temperatures, 2 time cycles and dual speed spiralator action.

ASG Cavalier unit has a control center set into a raised backguard, is automatic with regular and delicate selectors for washing and rinsing.

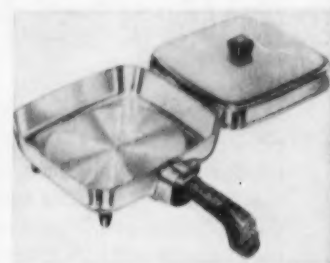
Price: Regent, \$359.95 Cavalier, \$269.95

**KREFFT Refrigerators**

Norco Sales Corp.,
5656 W. Washington Blvd.,
Los Angeles, 16, Calif.

Models: Krefft convertible refrigerators, operate on butane or electricity Electrigas No.s 300 and 600.

Selling Features: Have capacity of approximately 3 and 6 cu. ft; both are convertible from electrical to butane operation quickly; simplified automatic controls located in an accessible position in refrigerator front; thermostat controls temperature automatically and safety controls are also automatic; electric system operates on a.c. or d.c.; 4 full-width shelves and 2 door shelves; 2 butter compartments, vegetable crisper and 3 ice cube trays are standard.

**HAMILTON BEACH Frypan**

Hamilton Beach Co., Div.
Scovill Mfg. Co.,
Racine, Wis.

Device: Hamilton Beach square frypan.

Selling Features: Square 11½ in. pan has 2 pts. extra capacity; even spread of heat across pan surface; vent in top to control moisture and browning; immersible up to light in handle; accurate thermostat control; chrome or copper covers.

Price: Pan \$22.95; copper cover, \$4; chrome cover, \$3.50

DOUBLE!

White WATER HOTTERS

*automatic
water heaters
electric or gas*



White-Glass or Zinc-in-ized Lining

double volume! double profit!

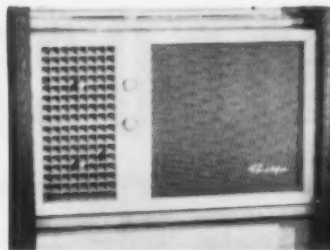
You can hand the old "one-two punch" to all competition with the WHITE Water-Hotter line—because here you have models for every market. Electric and gas. Table top and round. Full range of sizes. Choice of linings. Five-year or ten-year warranties. Double or TRIPLE the profit-possibilities offered by more limited lines.

Teamed with the sensational new WHITE line of water softeners, WHITE Water-Hotters still further expand your sales-potential—because water softeners open a virtually virgin territory for you. A huge new market! Phone, wire or write your WHITE distributor (or the factory) for full facts right now!

**WHITE PRODUCTS
CORPORATION**
MIDDLEVILLE, MICHIGAN
Division of Airway Industries, Inc.



NEW PRODUCTS



REMINGTON Air Conditioner

Air Conditioning Div.
Remington Corp.
Auburn, N. Y.

Device: Remington "Lo-Narro" room air conditioner, El Dorado.

Selling Features: Units are only 13½ in. high and fit casement windows with 14 in. hopper openings at bottom, 23 in. wide, they fit 24-in. windows; no side grilles, may be brought all the way into room, installed at top or bottom of window opening, or through the wall to project as little as 2½ in. inside room; ¾ and 1 h. p. sizes; 1 h. p. model connects to standard 15 amp. 115 volt circuit



**FRIGIDAIRE 1957
Air Conditioners**

Frigidaire Div.,
General Motors Corp.,
Dayton, 1, Ohio

Models: Frigidaire 1957 room air conditioner includes 7 window type models from ½ to 1½ h.p. capacities in Super and De Luxe Series.

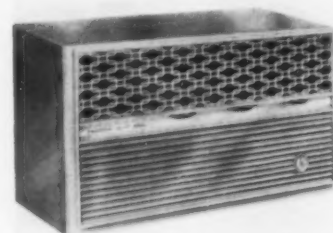
Selling Features: Restyled line features compact design permitting easier installation, simpler operation, "draftless" circulation of filtered conditioned air, sheer-look styling in 2-tone beige; Deluxe line available in ¾, 1 and 1½ h.p. sizes; 2 special Deluxe units, a ¾ h.p., 7½ amp and a 1 h. p. 12 amp are available.

Super series features a 1 h.p. and a ½ h.p. unit adaptable to casement window use; only one pane of glass 10-¾ x 14-¾ in. need be removed to slip unit into window frame; other 1957 models slide in to metal shell for window or through-wall installation removal for cleaning or service easy.

Comfort control thermostat; "magic guide" air flow are standard. Deluxe models and ½ h.p. Super provide fresh air recircula-

tion; Deluxe features stale air exhaust.

Built-in comfort selector automatically regulates unit to maintain desired temperature. Angle-flow air silencer with full insulation and deep-set centrifugal fan; triple-tube cooling coil; full-width disposable filters are other features.



**EMERSON-QUIET KOOL
Conditioners**

Emerson Radio & Photo Corp.,
Jersey City, 2, N. J.

Models: New series of Emerson-Quiet Kool "True-Slim" room air conditioner series.

Selling Feature: Pushbutton controls, automatic thermostat, aerodirectional wheels, 1-piece air tunnel construction, permanent filter, decorator styling, electrically operated dampers, double blower fan system with 2 fan motors on 1 h.p. models; complete fresh air and exhaust, rounds out full line, which includes 4 series in every popular size from ¾ to 2 h.p.

1957 line consists of models in "True-Slim," Deluxe, Super Compact and Super Dynamic series, also a new Thru-the-wall series designed especially for builders. Emerson features retained in line include portability, decorator colors, electronic germ killer, jet-scoop dehumidification, power-saver models; versatility of placement.

NORELCO Shavers

North American Philips Co., Inc.,
100 E. 42nd St.,
New York, 17, N. Y.

Models: Norelco 1957 shaver line includes 4 models: Speedshaver, Sportsman, Debutante and Lady Norelco.

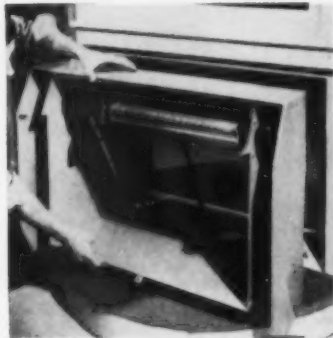
Selling Features: Speedshaver No. SC 7830 has increased shaving speed with Norelco rotary blade action.

Sportsman SC 7777 is a flashlight and car-battery operated model; comes with newly designed weatherproof wallet.

Debutante, SC 7780, in aqua and de luxe Lady Norelco SC 7784 in Nassau pink complete line. All are a.c.-d.c. except battery-operated Sportsman.

Prices: All models \$24.95 except Debutante which is \$17.50.

NEW PRODUCTS

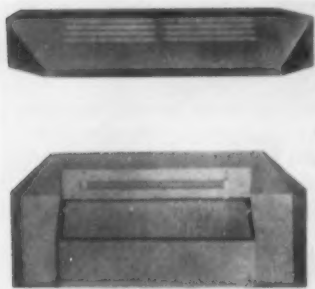


WESTINGHOUSE Dual-Purpose Room Air Conditioner

Westinghouse Electric Corp.,
Room Air Conditioner Dept.,
Springfield, Mass.

Device: Westinghouse dual-purpose air conditioner.

Selling Features: A flush fitting, wall-mounted unit which heats in cold weather like a steam or hot water radiator; contains a heat convector that connects to steam or hot water pipes providing heat; same fan which circulates cool air in summer circulates the warm air; 31-in. wide; designed to fit under window without destroying room symmetry; easy to reach sloping control panel; uses the cooling mechanism of the 1957 Streamliner unit in $\frac{3}{4}$ or 1-h.p. capacities; for 15-am. circuit homes there are units which need only $7\frac{1}{2}$ amps; a model which operates on 115 volts is also available as well as a 230 volt model.



DUCTLESS Hood

The Ductless Hood Co.,
686 Port Washington Blvd.,
Port Washington, L. I., N. Y.

Device: Ductless hood for kitchen ranges.

Selling Features: Utilizes activated charcoal filters and an aluminum grease filter to remove cooking odors, grease and other cooking by-products; no ducts, no vents nor outside louvers; kitchen air with odors and grease is propelled through a grease trap and specially designed activated charcoal filters and discharged back into room cleaned and purified; changes air in average kitchen every six minutes; available in 2 models attached to cabinet over range or directly to

wall, no cabinet necessary; available in 24, 30, 36, 39, 40, 42 and 48 in. sizes; complete with 4-cycle switch for light and motor control; 60 watt Luminline bulb; available in 7 finishes—baked enamel copertone, black, white, yellow, turquoise and pink, also stainless steel. Price: Starts at \$99.50.



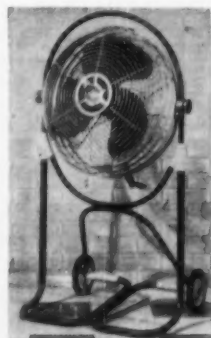
WESTINGHOUSE Cleaner

Westinghouse Electric Corp.,
Cleaner Div.,
East Springfield, Mass.

Device: Westinghouse canister-type cleaner.

Selling Features: "Value-Vac" is a full-power cleaner with 6-piece attachment set including the combination Floor-N-Rug tool which adapts floor or rug at flick of switch, crevice tool, drape nozzle, dusting brush, aluminum extension tubes and flexible hose; cord stores around base; toss-away filter bags that snap in and out quickly; weighs 13 $\frac{1}{2}$ lbs.; 2-tone turquoise finish.

Price: \$39.95.



EMERSON-ELECTRIC Fans

Emerson Electric Mfg. Co.,
8100 Florissant Ave.,
St. Louis, 21, Mo.

Model: 20-in. electrically reversible window fan No. WFR-200.

Selling Features: Two speed, electrically-reversible window fan has automatic thermostat, a color pilot light to indicate speed and direction of air flow; finished in 2-tone Surfex and Seafoam green; specifically designed with mounting panels adjustable to fit windows from 27 $\frac{1}{2}$ to 34 in. wide; 2800 cfm exhaust capacity. Line also includes companion 20-in. non-reversible model WF20, 20-in., deluxe 2-speed reversible utility model; and 24 and 30-in. non-reversible and electric reversible models.

Price: \$48.95

DOUBLE!

White

WATER SOFTENERS

*semi-automatic
and
fully automatic*



Semi-Automatic



Fully Automatic

White-Glass or Zinc-in-ized Lining

double volume! double profit!

You are not limited when you have the WHITE line of water softeners—because it embraces table-top and upright models, fully automatic and semi-automatic, in a range of prices that enables you to compete successfully for the mass market or the "carriage trade." Yes, with WHITE, you have DOUBLE the sales-potential afforded by any one-model line—and moreover, if you handle WHITE Water-Hotters, your potential is still further increased.

For fresh facts about the tremendous new, almost untapped water softener market, and the WHITE product and proposition, contact your WHITE distributor QUICKLY. Or address the factory directly.

WHITE PRODUCTS
CORPORATION
MIDDLEVILLE, MICHIGAN
Division of Airway Industries, Inc.





COLEMAN Air Conditioner

The Coleman Co., Inc.,
Wichita, 1, Kansas

Model: "Polar-Pak" self-contained, 2-stage waterless air conditioner for attic, crawlspace, basement or roof installation.

Selling Features: Designed to deliver required amount of air for cooling when tied into existing forced air heat systems; when installed independent of heating system air distribution is accomplished through any of 3 types duct systems: conventional sheet metal with insulation, prefabricated glass fiber or the manufacturer's pre-engineered 3 1/2 in. ducts with air blending diffusers.

No refrigeration piping or plumbing connections necessary; both 2 and 3 1/2 h.p. models have twin compressors for 2-stage cooling; a 4-position selector-switch enables system to operate on one compressor with second cycling on thermostat; both compressors can be operated on hot days. 2-h.p. unit is 46 in. long, 30 in. wide, 21 in. high and has 23,800 Btu capacity. 3 1/2-h.p. unit is 50 1/2 in. long 34 1/2 in. wide, 21 in. high, with 36,300 Btus; both operate on 220-volts.



AMANA Air Conditioners

Amana Refrigeration Inc.,
Ames, Iowa.

Models: Amana 1957 room air conditioners with replaceable, decorator fabric fronts.

Selling Features: In the 4 lines of 13 air conditioners two are 1 h.p. units that operate on 115-volts; three 7.5 amp, 1/2 h.p. units that consume 30 percent less electricity than conventional models; a 2 h.p. model and 2 easy to install central-system units.

The 6 "Year 'Round" models in 1/2, 1 and 1 1/2 h.p. and 2 h.p. sizes, are designed for flush-mounting and adjustable installation; equipped with single glider control that selects any of 6 weather combinations; replaceable decorator fabric panel conceals control panel.

Beige-brown-gold tweedy material blends with variety of decors and can be replaced if desired; Year

NEW PRODUCTS

"Round units may be flush-mounted without extending past window sill.

Slim-Lo line in 1/2 and 1 h.p. sizes is 18 in. high; can be mounted in wall, casement window or 5 positions in double hung windows; wall-thin, these models have woven decorator panel across front; not replaceable, this fabric serves, fabric serves on right as entrance for air returning to unit and on left as a cover for a door concealing control panel; 6 control settings; thermostat control. Both above models have 2-speed fans for extra-quiet night operation; Jet-flow cooling system, drip-free moisture removal; activated charcoal filter.

3 budget-priced deluxe models in 1/2, 1 and 1 1/2 h.p. sizes equipped with single dial thermostat control; provide full capacity air conditioning including cooling, dehumidifying, filtering, ventilation.

Central-system packaged, self-contained, air-cooled air conditioners comes in 2 and 3 1/2 h.p. sizes; can be installed economically and simply because they require no remote refrigerant lines, water pipe or remote condensers.

Prices: \$359.50 to \$479.50.



R&M-HUNTER Fans

Hunter Div.,
Robbins & Myers Inc.,
Memphis, 14, Tenn.

Models: 3 new furniture designed R & M-Hunter fans: a hassock, high velocity and 20-in. window.

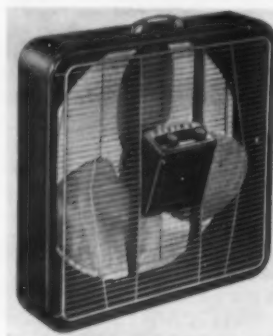
Selling Features: Hassock, floor type circulator is totally enclosed with air foiled apertures allowing free air travel without restriction and gives appearance of strength and safety; internal steel structure smooth barrel shaped design; lower half of barrel curve picks up air from floor and it is delivered in wide circle through louvers in upper segment.

Hi-Velocity fans are intended to pinpoint air stream at a specific area; air stream is delivered through "egg crate" construction that straightens out the swirl of air stream as it leaves revolving blades; jet cowl double ventura increases thrust by compressing air stream.

20 in. Zephyre window fan is designed to minimize mechanical detail and dramatize structural ele-



ments so it becomes a part of architecture as well as part of room furnishings; features clean lines and subdued color for harmony with traditional and modern interiors.



VIKING Fans

Viking Air Products,
5601 Walworth Ave.,
Cleveland, 2, O.

Models: 2 new fans No. 1010 and No. 1020.

Selling Features: No. 1010 is an all-purpose, portable 20-in. window fan in charcoal gray with gold accents and gray grilles; manually reversible for intake or exhaust; can be used for daytime spot-cooling or night cooling; optional window mounting panel, floor stand or roller stand.



No. 1020, 20-in. Cir-Cool-Ator, is an all-purpose air circulator that can be used 4 ways—portable, floor, window or as a mobile fan; exhausts 2500 cfm and circulates 3600 cfm; decorator Redwood with gray baked enamel grilles; optional mobile stand converts it to a tilt-top unit that can be rolled to any room; combined with optional floor stand as hassock fan, stand tilts and locks at any angle. High or low speed air circulation can be reversed in seconds with up-front control panel

and an optional window mounting panel that fits any double-hung window 21 to 41 in. wide.



NUTONE Range-Hood Fans

NuTone Inc.,
Madison & Red Bank Rd.,
Cincinnati, 27, Ohio

Models: 3 new NuTone range hood fan series—Jet Flo; Deluxe and Solid Top.

Selling Features: Jet Flow 1100 series hood fan features an 8 in. Jet Flow fan blade of aerodynamic principle with a motor that enables fan to move more (725) creating a stronger "pull" to pick-up smoke and grease-laden air, creating greater static pressure to push air out through longer duct work; styling includes pushbutton control panel for fan and lights, angled corners; copper enamel finish in 30, 36, 42 and 48-in. sizes; matching splash plate at extra cost; factory-installed fan housing attached to top of hood reduces installation time; hood prewired to outlet box; uses no cabinet space.

DeLuxe hood-fan, 1200 series has a 10-in. exhaust fan; uses no cabinet space; circulate filter provides more filter area and is easy to wash; angled corners; panel of 5 pushbuttons control 2-speed fan; special recessed lighting; white enamel, stainless steel, copper anodized aluminum; available in 36, 42 and 48 in. sizes.

Solid top hood for wall or twin blower, series 1700 features push-buttons for fan and light, recessed lighting, solid top with knockout for twin blower fan or wall fan; 24, 30, 36, and 42 in. sizes; white enamel, copper enamel, anodized aluminum and solid stainless steel.

Prices: Jet-Flo from \$45.95 to \$54.95; Deluxe from \$73.50 to \$113.20; Solid top, from \$23.50.

EDWARDS Chimes

Edwards Co., Inc.,
Norwalk, Conn.

Models: New line of compact modern door chimes with satin finish natural wood cases in 1-note, 2-note and continuous signals.

Selling Features: Each chime has a musical decorative motif formed on satin finish brass; Vibecord movement is used so that 2 door signals and a continuous signal are available for low-cost paging and alarm systems for the modern home; come in transparent window package.



LAU Circulator

Lau Blower Co.,
2001 Home Ave.,
Dayton, 7, O.

Device: Lau portable air circulator, "Super-Twelve."

Selling Features: New 12-in. blade fan complete with Tilt-a-Breeze stand permits turning to any angle or completely through full circle; "comfort grip" handle recesses into top for carrying; may be placed on floor or table; inverted "V" Tilt-a-Breeze stand may be completely detached from fan; locking knob on either side holds circulator in any position; 3 speeds—low, medium or high; white finger-proof guards; surf green baked enamel finish; 16 in. square, 5 1/4 in. deep.
Price: \$39.95.



FRESH'ND-AIRE Fans

Fresh'nd-Aire Div.,
Cory Corp.,
3200 W. Peterson Ave.,
Chicago, 45, Ill.

Models: 9 new Fresh'nd-Aire window, floor, table, hassock and portable fans in 1957 line.

Selling Features: Top 2 Deluxe 20-in. window-floor fans are electrically reversible ER-207 and F-207. ER-207 is electrically reversible, does double duty as window and floor fan; in window it provides 3-speeds, high, medium and low for exhaust and intake; 6 automatic pushbutton controls; an automatic thermostat is also featured; detachable window panels adjust for windows from 27 to 36 in. wide; an on-off safety light; rust-resistant propeller and carrying handle are other features; manually reversible F-207 also provides 3 speeds, automatic thermostat control, 20-in. propeller, safety steel guards front and back, carrying handle, on-off safety light and matching detachable panels.

NEW PRODUCTS

Both have sand beige finish gold trim.

Twin 12-in. circular T-127 for casement, double-hung or floor use has detachable panels in regular, double-hung windows 27 to 31 in. wide; manually reversible carrying handle; 3-speeds; automatic thermostat; on-off safety light; sand beige with gold trim.

Roll-A-Way 20-in. circulator FS-207 raises from 17 to 40 in. off floor; pressure clips hold fan housing to chrome frame; tilts to any angle and rolls anywhere.

Custom 20-in. window fan CR-207 has 2-speeds and 2 for intake controlled by one rotary switch, has automatic thermostat as standard equipment; front safety guard; fits windows from 27 to 36 in. wide; frost-green and white.

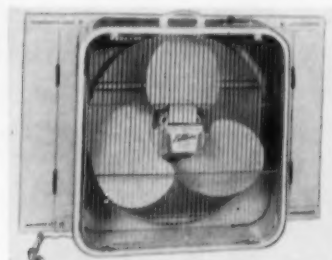
MR-207 Custom window-floor fan is manually reversible, has 2 speeds, automatic thermostat, carrying handle, front and back safety guards; green and white.

2-speed 20-in. Breeze-Box BB20P uses a carrying handle to give it portability for use as floor or table fan.

Circulator C-77-2, 17-in. 3-speed model features directional air flow control in a housing that tilts to any angle; beige and chrome.

F-12-2 hassock has 3 speeds; sand beige and white stain-resistant finish.

Prices: From \$39.95 to \$69.95.



K-M Fans

Knapp-Monarch Co.,
3501 Bent Ave.,
St. Louis, Mo.

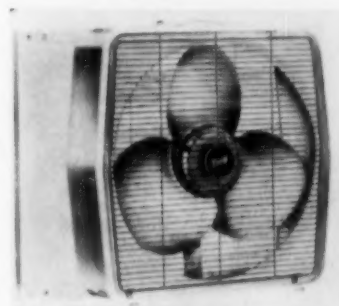
Models: Knapp-Monarch 1957 fan line, includes No. 7-561, 20-in. window fan; 7-577 20-in. roll-around; and No. 3-511 double duty floor-hassock fan.

Selling Features: Window fan's "multi-speed control" changes air flow speed by moving sliding control; electrically reversible for intake and exhaust; automatic thermostat adjustable between 60 and 110 degs. F. and adjusts with changes in room temperature; modern design; 3 deep-pitched paddle blades; expandable for 25 to 37 in. windows with lift-handle and chrome-plated guards on both sides.

Roll-A-Round, 20-in., is adjustable from 16 in. off floor to 60 in; "multi-speed control"; elec-

trically reversible; tilts to any position; rolls from place-to-place; 3 deep-pitched paddle blades; chrome-plated guards both sides; automatic thermostat turns fan on and off at any desired room temperature between 60 and 110 degs F.

Duo-Aire, double-duty floor fan or hassock circulator or a direct blower; features reversing mechanism that rotates blade-motor assembly into hassock or blower positions; 4 deep-pitched blades; quiet motor; seafoam green enamel; lightweight plastic and steel.

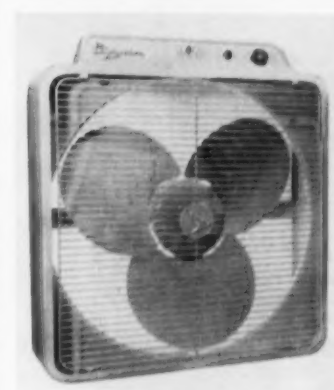


DIEHL Fan

Diehl Mfg. Co.,
Somerville, N. J.

Device: Diehl 1957 Airmaster 3-way portable ventilating fan.

Selling Features: Redesigned carrying strap lies flat along fan top when not in use; can be used as window exhaust fan, window air intake fan or as a floor or table room circulator; modernized radio-type 3 position rotary switch high, low and off; measures 2x2 ft.; 8 in. deep; gray finish; adjustable extension panels; rubber cushion mounted heavy-duty motor; moves 2100 cfm air as exhaust and 4000 cfm as circulating fan.
Price: \$57.95.



CONSTELLATION Fans

Constellation Fan Co. Div.,
Chelsea Products Inc.,
Plainfield, N. J.

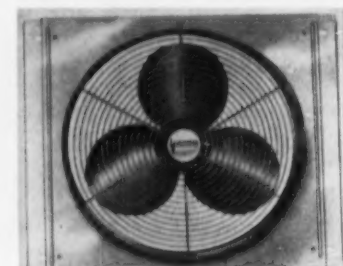
Models: Constellation all-purpose portable fan line for 1957.

Selling Features: All models

equipped with 20-in. diam. propellers, are electrically reversible even while running at full speed; pilot light on super deluxe model indicates when current is on though propeller may be stopped due to action of thermostat; finger-proof guards front and back; finger tip pushbutton controls regulate speed and rotation of capacitor motor plus thermostatically control which turns fan on when temperature rises and off when it falls.

A deluxe 20-in. model, similar in appearance to electrically reversible 4-speed model, but without pushbutton controls, pilot light and automatic thermostat also available.

Accessories available for use as floor circulator, adjustable window fan, tilting floor model or as a mobile roll-about adjustable to varying heights.

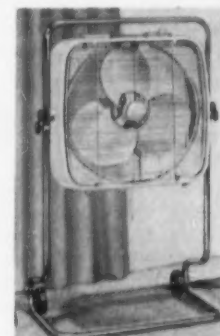


DOMINION Fans

Dominion Electric Corp.,
Mansfield, O.

Models: Dominion 1957 fan line includes 17 models, in portable window, all-purpose, and oscillating types.

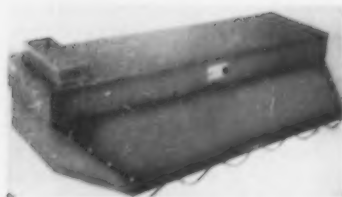
Selling Features: Portable window models include three 20-in. models plus the new Port-A-Breeze



which is mounted on a lightweight, adjustable stand, a new 12-in. portable fan-ventilator for casement and sash window installations; 2 20-in. reversibles, a 20-in. exhaust, 16-in. reversible and a "Twin 1500" kitchen ventilator and portable fan.

3 new modern all-purpose fans with aerodynamic styling include a 16-in. custom, a deluxe and an economy model; all can be used on floor, or table all have carrying handles.

3 oscillating fans and 1 stationary fan are also available; oscillators feature a special safety clutch which prevents motor burnout; special tilt adjustment converts each into a wall model.



PRYNE Range Hoods

Pryne & Co.,
Pomona, Calif.

Models: Pryne range hood models No. 500 and 400.

Selling Features: Self-contained light and fan; easy-to-clean tilting hoods in a tarnish-proof copper-plated finish; also available with removable snap-in curved edging in polished brass for scalloped effect; and matching handwrought effect rivets; No. 400 requires only 4 in. space for fan and light housing; angled corners allow cabinet doors to open wide on either side; no inside projections; also featured is a line of Bel-Aire hoods in 2 models to fit modest budget in Coppertone or other matching kitchen colors with self-contained, accessible light and pushbutton switches.



AMANA Chest Freezers

Amana Refrigeration, Inc.,
Amana, Iowa.

Models: 3 Deepfreeze chest freezers introduced as part of Amana 1957 line.

Selling Features: DF-90, 9.3 cu. ft.; DF-160, 15.7 cu. ft.; and DF-220, 22.1 cu. ft.; all chests identified as Deepfreeze made only by Amana; redesigned interiors have more food storage space; line has been lowered and new breaker strip added; contour of lid panel made of polystyrene; efficiency of compressor and life of its motor has been increased with introduction of internal system of oil cooling in compressor; radiant condenser with freezer's outer shell serving as heat removing medium; new silent condenser maintains uniform efficiency; cabinets vapor-sealed.

DF 220 holds 774 lbs., equipped with 3 dividers that provide 4 compartments in bottom portion of food chest; top portion has 4 sliding baskets for small and frequently used packages.

DF 160 holds 550 lbs.; has 3 sliding baskets in top and 2 dividers in lower portion; both models support baskets by sturdy rails.

NEW PRODUCTS

DF 90 holds 326 lbs.; other features include mercury switch which turns on 15-watt interior light when lid is raised, looking, easy-to-open, self-raising lid; white baked-on enamel finish; safety light in DF 160 and DF 220 remains "on" when unit is in normal operation; goes off when interior temperature rises above safety limit.



WESTINGHOUSE Range

Westinghouse Electric Corp.,
Mansfield, O.

Device: Westinghouse 40-in. medium priced range No. WK.

Selling Features: Has 4 surface units; two 6-in. Corox units with 1600 watts and two 8-in. with 2600 watts; all are controlled by Westinghouse's "1001 heats" control dials, that do away with click-positions and provide infinite setting; front 8-in. unit is a plug-out unit completely removable for cleaning. 17-in. Miracle Sealed oven has Corox tubular bottom heater; large storage drawer; full-width drawer at base; rotisseries, a new accessory, can be attached if desired.



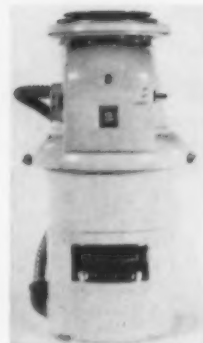
GENERAL Polisher

General Floorcraft Inc.,
421 Hudson St.,
New York, 14, N. Y.

Models: "Dyna-Craft" No. KL midweight floor polisher.

Selling Features: Designed for day-in, day-out use with no upkeep; polishes, buffs, scrubs, dry cleans all types floors; 1/2 h.p. motor; pivotal handle that locks upright for easy storage; handy toe-trip release; weighs 41 lbs.; complete with one polishing brush.

Price: \$159.50

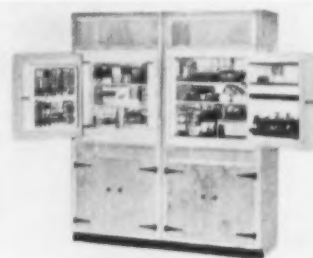


RCA-Whirlpool Disposer

Whirlpool-Seeger Corp.,
St. Joseph, Mich.

Device: Device RCA Whirlpool food waste disposer.

Selling Features: May be installed in every type sink whether drain is connected to sewer line or normal capacity septic tank; twist of cover seals or drains sink and starts operation; sharp-angle cutters grind and shred; offset design of biting vane keeps waste in contact with cutters; small sizing holes protect plumbing by screening garbage before it is flushed away; jamproof—a touch of switch reverses motor direction; large 1 1/4 qt. capacity hopper; 1/2 h. p. motor; provision is made for connecting dishwasher to unit; stainless steel sink rim; pink lacquer finish; overall dimensions 8 1/2 in. wide, 15 in. long.



BEN-HUR Built-In Refrigerator-Freezers

Ben-Hur Mfg. Co.,
634 E. Keefe Ave.,
Milwaukee, 12, Wis.

Models: Ben-Hur twin built-ins, matched pair of self-contained refrigerator and freezer.

Selling Features: Each unit operates separately and can be installed anywhere; both 8 cu. ft. refrigerator and 5.5 cu. ft. freezer are available with right or left-hand doors; front surface colors include antique copper, stainless, and an "Epon" primer; aluminum interiors trimmed in ivory with gold; kiddie-safe doors; desert-dri construction; double mounting bars; easy-swing, sure-seal doors; refrigeration units top-mounted on each cabinet.

Custom-Created built-in refrigerator is self-contained, has 2 large

full-width and a 1/2 in. shelf; separate 2-tray ice cube shelf; large pull-out crisper with glass top; 7 position cold control; push-button automatic defrosting; refrigerator door has 3 full-width shelves including butter keeper with sliding doors and a removable egg rack.

Custom-Created freezer has 2 full width grilled shelves, 3 fast freeze surfaces, 6 pass cold coil in shelves plus coiled top grid; cold range from plus 6 to minus 23 degs; 2 large shelves recessed in door; fiberglass insulated.



CAVALIER Heaters

Cavalier Corp.,
Chattanooga, 2, Tenn.

Device: Wall insert type heater.

Selling Features: Solid aluminum reflectors; modern frame design; 2-tone silver enamel finish; automatic heater equipped with accurate, liquid-filled thermostat to maintain exact temperature; can be inserted into walls with special adaptor converted to surface mounting; available in complete range of from 1 to 5 kws.



SIBERNETIC Water Softener

Softener Corp. of America,
169 N. 23rd Ave.,
Melrose Park, Ill.

Device: Cabinet styled water softener for a modern kitchen.

Selling Features: White baked enamel cabinet with worktable top; automatically provides continuous supply of soft water; regenerates electronically; has 400 lbs salt storage; brass regenerating valves with built-in hard water bypass; unit has 15,000 grain capacity per regeneration as high as 450,000 grains capacity per mo; cabinet measures 30x25x36 in.; also softens iron-free water up to 40 grains.

Gibson Opens Your Doors to a New 2-Door Market



Model GTD-200C



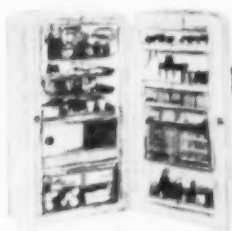
Model GTD-125C

More women want 'em . . .

so make 1957 your 2-door year, and go great with Gibson! Feature this 2-in-1 refrigerator-freezer . . . a 10 cu. ft. refrigerator and 9½ cu. ft. freezer . . . less than three feet wide. More usable space to sell, more features to tell. Get the full story from your Gibson Distributor.

Now more women can buy 'em . . .

because Gibson gives you this 2-door at the price of a deluxe single-door. Gibson packs in more usable space . . . 10 cu. ft. refrigerator and 74 lb. freezer with deep door storage convenience. Women want this true 2-temperature design, and Gibson's low price whispers, "why not"?



NEW

"All-Feature" Gibson Refrigerators

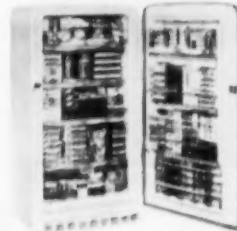
King-Size Freez'r Lockers . . . Swing'r Crisp'rs
... Breakfast Locker . . . "Left-Over" Storage
Containers . . . Deep Door Shelves . . . Roll-
Out Shelves . . . Automatic Defrosting.



NEW

"All-Feature" Gibson Electric Ranges

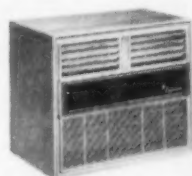
Automatic Roast Minder . . . High Speed Unit
... Tel-O-Matic Light . . . Thermatic Kook-All
... Vertical Broiler . . . Circuit Protector . . .
7-Speed Pushbutton Controls.



NEW

"All-Feature" Gibson Freezers

Easy-Out Package Dispenser . . . Roll-Out
Basket . . . Ice Cream Compartment . . . Easy-
Out Juice-Can Dispenser . . . Loading Shelf
... Adjustable Shelf . . . Fast-Freeze Shelves
... 3 upright, 2 chest sizes.



NEW

"All-Feature" Gibson Room Air Conditioners

Exclusive Automatic Air-Sweep . . . 17" Trim-
line Design . . . Dust Magnet Electrostatic
Filter . . . Low AMP 115-volt Models . . .
Automatic Thermostat.

Go Independent...

Go Gibson®

Gibson Refrigerator Company
Greenville, Michigan

DIVISION OF

HUPP
CORPORATION

**"IN MY FIRST YEAR UNDER THE
IRONRITE GOLDEN FRANCHISE, I EARNED MORE
THAN 100% ON MY CAPITAL INVESTMENT" ***



* Actual statement from an Ironrite dealer.

R. M. Gottlieb, Vice President in Charge of Sales
Ironrite Inc.
Mt. Clemens, Michigan

Please see that I receive a copy of your booklet
called *The Golden Franchise*.

NAME _____
NUMBER AND STREET _____
CITY _____ ZONE _____ STATE _____



**READ WHY THE GOLDEN FRANCHISE
HAS BECOME ONE OF THE
MOST SUCCESSFUL DEALERSHIP PLANS
IN AMERICA**

With the virtual disappearance of *specialty selling* after World War II, Ironrite—with a product which by its nature demands specialty selling—had to develop a new method of marketing. The plan needed to provide a big enough profit for the distributor, the dealer, and his salesmen, to permit the kind of demonstration selling job required.

The answer was a rental plan—*tested and proved before it was put into operation*. Under this plan, the prospect, for a small weekly payment, can use an Ironrite in her own home on her own laundry. The dealer can pay fine commissions, attract the best salespeople, and still keep an outstanding profit for himself.

Dealers found the plan so successful, it became known as The Golden Franchise. Here are some of its unequalled advantages:

- 1 You can earn more than 100% on your capital investment every year.
- 2 Every sale is at full retail price and profit.
- 3 Selective, individual, district-dealer franchising.
- 4 Complete line of ironers. An Ironrite model for every type of home.
- 5 No trade-ins.
- 6 Tremendous potential market.
- 7 Highest quality product.
- 8 Actually no competition. Ironrite is the *only* true ironing machine made. It is not a mangle.
- 9 High customer satisfaction. Many sales are the result of Ironrite owners talking about it to friends and neighbors.
- 10 No indiscriminate franchising. Only outstanding retailers, with a record of sound business practices, qualify for the Ironrite Rental Plan.

If you would like to put a good, protected profit back into your business, why not look into the amazing Ironrite Golden Franchise. Just mail us the coupon (left) and we will see that you get a booklet explaining the plan in detail. Do it today. It costs you nothing.

Ironrite

AUTOMATIC IRONER

IRONRITE INC., MT. CLEMENS

MARCH, 1957—ELECTRICAL MERCHANDISING



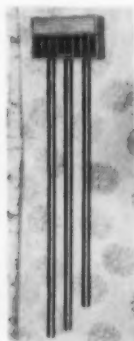
HAMILTON BEACH Grinder

Hamilton Beach Co., Div.,
Scoville Mfg. Co.,
Racine, Wis.

Device: Hamilton Beach food grinder-can opener-slicer-shredder.

Selling Features: Grinder accessory grinds everything from meat to nuts, coarse or fine; capacity almost 1 lb. per min.

Price: Grinder: \$39.95; can opener, \$5.95; slicer-shredder for salad making, \$9.50.



NUTONE Chimes

Nutone Inc.,
Madison & Red Bank Rds.,
Cincinnati, 27, O.

Models: Nutone's 1957 chime line includes 6 models.

Selling Features: Trim, less cluttered designs using brass, aluminum and plastic in a choice of styles and featuring a new Chord tone chime that provides a resonant blend of tones.

L-33 "Coronet" in walnut or lined oak has 3 long brass tubes.

L-23 "Mayfair" in lined oak or walnut finish and gold has 2 short tubes.

L-16 "Harmony" with plastic cover in ivory and gold or white and chrome.

L-14 "Built-in" has ivory finish cover; may be painted to match walls.

L-12 "Champion" has plastic cover in white and chrome or ivory and gold. All above models provide 2 notes for front and 1 note for rear door.

In addition 2 non-electric chimes are also available plus a selection of chime pushbuttons including traditional brass and electrically lighted models.

Price: From \$4.95 to \$89.95

NEW PRODUCTS



PROCTOR Toaster Set

Proctor Electric Co.,
3rd St. & Hunting Park Ave.,
Philadelphia, 40, Pa.

Device: Mary Proctor toaster and tray set.

Selling Features: Set consists of a Proctor Custom model toaster, glazed gray ceramic jam pot with blue-gray cover, and a blue-gray butter dish all mounted on a wrought-iron tray with rubber feet.

Toaster features include Proctor color-guard, which measures bread temperature for perfect results everytime; automatic reheating of cold toast with little change in color; an easy-to-set color control for light or dark toast; automatically pops-up when toast reached selected color.

Prices Toaster only, \$14.95; 3-piece combination, \$15.95



MAJESTIC Incinerator

Majestic Co., Inc.,
The Majestic Co.,
Huntington, Ind.

Device: Majestic "Imperial" gas-fired home incinerator.

Selling Features: Exterior design changed—resembles automatic washer or dryer or other modern appliance for installation in utility room or even the kitchen; easy-to-reach controls mounted on inclined backboard above counter-height top; foot-pedal loading door operator. Interior changes include a "suspended burning" in which rubbish and garbage is suspended in pool of air for increased drying action and to provide ample secondary air to support combustion.

Gas burner features complete safety shutoff, automatic timing of burning cycle, new stainless steel flame spreader that affords 6 points of flame impingement instead of one; non-aerated pilot burner; easy

access to pilot has been provided so that it can be lighted with paper match from front of unit; smoke and odors are drawn into "Burbo Chamber" where high heat and flame promote additional combustion; foil-faced spun glass insulation surrounds entire unit; "down-draft action" has been maintained.

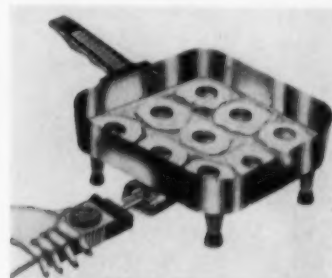


NUTONE Meat Grinder

Nutone Inc.,
Madison & Red Bank Rds.,
Cincinnati, 27, O.

Device: NuTone vertical meat grinder attachment for the NuTone food center.

Selling Features: Vertical design helps it to feed almost automatically; parts are of lightweight cast aluminum, easy to assemble and clean; operated from same motor unit that runs in the Food Center, which includes a mixer, blender, fruit juicer and knife sharpener; which is available as a built-in under-the-counter unit; motor has recently been increased from 300 to 340 watts.



EMCO Heat Control Units

Eastern Metal Products Corp.,
18 E. 41st St.,
New York City

Device: Cook-Master heat control powers 7 appliances.

Selling Features: Plug embodies thermostat and cord set to convert skillet, saucepan, griddle dutch oven into automatic cooking utensils; all are immersible for cleaning. Line of utensils includes: 3 square skillets, 10, 11 and 12 in. square, a round model 10½ in. in diam; and a divided skillet 8x11½ in.; an 11 in. square griddle and a double griddle 9x16 in.; and 2 Dutch ovens—with 5 and 12 qt. capacities.



WESTINGHOUSE Space-Mates

Westinghouse Electric Co.,
Mansfield, O.

Device: Westinghouse Space-Mates Laundromat and matching dryer.

Selling Features: Designed for small homes and apartments where permanent installation is not desirable; needs only 25 in. floor space; caster base makes it possible to roll units in and out of closets for use; hooks up to sink with special adapter kit which connects water hoses to any single mixer faucet or to both hot and cold faucets; drain hose hooks securely to sink edge; easy-acting lever at side raises or lowers 4 retractable casters; dryer needs only a plug-in connection to 115 or 230 volt line; portable vent kit is available for outside venting—it fits any size window and can be removed when not in use.



DUO THERM Heater

Duo-Therm Appliance Div.,
Motor Wheel Corp.,
Lansing, 3, Mich.

Device: Duo-Therm Sun-Glass electric panel heaters in 4 models.

Selling Features: 4 models are available with 1000 or 1500 watt capacities in portable and wall-mounting design; heats by radiation; entire surface of 16x24 in. glass panel acts as a heating element; aluminum reflector in back of glass directs and intensifies rays; units heat up quickly yet maintain a relatively low surface temperature; frames and grills remain cool enough to touch; all models complete with automatic thermostat and cord, plugs into any 120-volt outlet; portables come complete with metal stands; wall models can be mounted vertically or horizontally.



PHILCO 1957 TV Line

Philco Corp.
C and Tioga Sts.,
Philadelphia, Pa.

Models: Philco 1957 TV line includes 28 models 11 carried over from 1956 fall line.

Selling Features: Horizontal consoles with "sound-out-front" features; twin speakers; Diamond D power chassis; 2 21-in. table models come in grained mahogany or ebony; 7 21-in. horizontal consoles come in grained or blonde finish, with or without swivel base; 4 have top touch tuning; 24-in. models; grained mahogany or blonde.
Prices: From \$179.95.



RCA TV Sets

RCA Victor TV Div.,
Radio Corp. of America,
Camden, N. J.

Models: Ensign, portable; 2 table models Tilden and Bellamy and a 21-in. Console, Roslyn has been added to RCA 1957 TV line.

Selling Features: Portable Ensign No. 17S709 features a 17 in. "Silverama" aluminized tube 140 sq. in. viewing; overall dimensions are 14½ in. high 16½ in. wide 15½ in. deep including built-in disappearing antenna; weighs about 32 lbs.; includes a cascode tuner for VHF, continuously variable age; sync stabilizer; 16,000 volt second anode; chassis operates on 14 tubes plus kinescope, 3 crystals, 1-tube rectifier and 2 selenium rectifiers; cabinet comes in garnet and gold, ebony and gold, garnet and gray or blue and gold. Each cabinet has genuine leather handle.

Table models, Tilden 17S603 and Bellamy, 17S604, have regular 90 deg. deflection 17 in. tube, Tilden has matching 2-in. legs; Bellamy has 2-tone cabinet mounted on swivel base. Tilden comes with ebony cabinet and gold trim. Bellamy in ebony and gold or gold and silver.

NEW PRODUCTS

Roslyn, No. 21T737, 21-in. console, available in mahogany or lined oak grained finish; features RCA Victor Super chassis, RCA Silverama aluminized picture tube 261 sq. in. viewing.
Prices: Ensign, \$169.95; Tilden, \$159.95; Bellamy, \$169.95; Roslyn, \$259.95 in mahogany.



HOFFMAN 1957 TV Line

Hoffman Electronics Corp.,
3761 S. Hill St.,
Los Angeles, 7, Calif.

Models: 12 basic black and white models and 3 colorcasters.

Selling Features: Most black and white sets feature black easy-vision lens with Neutrex light shield; line features 3 chassis: Mark 10, Super Mark 10 and Mark 5; all have turret-type tuner; 3-stage, 40 mc IF amplification and aluminized picture; Super Mark 10 and Mark 5 have keyed, adjustable age for constant signal, multiple speakers, tone control and phono jack; all Mark 5 consoles with 19 kv picture tube high voltage also have Soundorama



hi-fi system; BeamRider, pocket-size wireless remote control consisting of miniature transmitter and receiver for sets with Dyna-touch tuning can be used up to 25-ft. away from set.

In addition to 14-in. portables in 5 colors, the line includes 17, 21 and 24-in. table and consoles.

3 Colorcaster models in various finishes and furniture styles have improved tuning, dual spectra-controls; chroma-contrast mixer to automatically adjust color brilliance when picture contrast is changed.

Price: from \$129.95 for portables to \$395; BeamRider, \$19.95 extra.



ADMIRAL TV Set

Admiral Corp.,
1191 Merchandise Mart,
Chicago, 54, Ill.

Device: 21-in. TV-phono combination HL 323A6.

Selling Features: True hi-fi audio system with 20-watt amplifier; 3 hi-fi speakers: a 12 in. woofer for extended bass, a 4-in. midrange speaker and a 2½ in. tweeter for high frequency tones; built-in phono preamplifier; 4-position record compensator; separate bass and treble tone controls; unit also contains an automation-built "deluxe 300" chassis with improved cascode circuit providing ample power for fringe and other difficult reception areas; 4-speed phono automatically sets itself for record size and intermixes 10 and 12 in records of same speed; mahogany, blonde oak, maple or sierra finishes.
Price: \$499.95 in mahogany.



MOTOROLA 1957 TV

Motorola Inc.,
4545 Augusta Blvd.,
Chicago, 51, Ill.

Models: Motorola 1957 TV line features Americana portables in 14 and 17 in. sizes, also 2 21-in. swivelettes, 3 consoles.

Selling Features: Portables feature "up front tuning; Magic Mast monopole antenna to obsolete 2-pole rabbit ear type; self-contained, it fastens externally to back of set and reaches 38 in. when fully extended; pushbutton, on-off control automatically presets picture and volume level; 90 deg. short neck aluminized tube on 14 in. models; a third IF stage provides greater distance performance.

Super-Americana portable line, the 17P series has 17 in. picture



tubes 17P1-1 in antique white and mist green; 17P1-2 antique white and cerulean blue both in wrap-around metal cabinets. 17P2-1 in antique white and maple sugar features a vinyl clad aluminum cabinet. Vinyl is also used in 14P series.

2X Two 263 sq. in. or 21-in. swivelettes and 3 consoles also added to line feature 8-in. speaker and a 4-star chassis; 5-star deluxe chassis also has 8-in. speaker mounted in base. 3 other consoles include a 4-star chassis, a 5-star chassis and a swivel console with 4-star chassis.

Prices: From \$119.95 to \$339.95.



SONORA TV Portable

Sonora Radio & TV Corp.,
325 N. Hayne Ave.,
Chicago, 12, Ill.

Model: New Sonora TV portable in 2-tone finishes with or without UHF.

Selling Features: The new 10-in. portable will be available in 2-tone coral and eggshell; 2-tone turquoise and eggshell and in the same shades with UHF-VHF; weighing 16 lbs. with metal cabinet, aluminized tube, side operating controls, mi-



crosharp picture with automatic gain for picture realism and intercarrier "clear as bell" tone. Sonora 1957 TV line consists of 19 sets.
Prices: \$129.95 and \$159.95.



Have you heard...

BLACKSTONE'S BOOMING!

To bring you...

Quality laundry selections

Sell your customers the quality washer they want. Show them Blackstone's famous flush-side design. Demonstrate vibrationless spin drying and continuous overflow rinsing that removes lint. Show them exclusive Flex-A-Trol dialing that allows cycle changing any time... and Blackstone's complete temperature range from hot to cold for laundering any type of fabric. Sell your customers a stainless steel top, and many other valuable features available only with Blackstone.

Show them gas and electric dryers, with flexible time control and temperature settings for all-fabric drying. And a full line of quality-constructed wringer washers—don't forget that almost 25% of total laundry sales are made with wringer washers. Show them an ironer, too.

Now... sell the line that builds confidence with quality... sell Blackstone.

New laundry models and features

Coming soon... big laundry news from Blackstone. Watch for new, colorful, sellable features... new models to give you complete, easy steps to every laundry sale... new laundry concepts to build big traffic for you... watch Blackstone.

Lowest service costs

To give you the most service-free washer on the market, Blackstone has done what no other manufacturer could by utilizing foolproof mechanical operation instead of troublesome gadgetry.

Great profit picture

There's a model for every budget... and a solid profit for you, Mr. Retailer, on every sale. Blackstone has the features and the quality to meet every complex laundry problem. Blackstone knows its market and gives you full margin... not profitless high-volume sales.

Valuable trade franchising

Blackstone protects its trade outlets. There are sales for everybody... no squeeze on price or profit... no "car load only" orders... no direct branch competition or deals... everyone profits with Blackstone. Look us over, then select Blackstone.

It's Blackstone

As America's first laundry manufacturer since 1874; Blackstone is a long-established, reliable name in the laundry field. Its vast experience has brought such market-leading innovations as the first agitator automatic washer, the first combination laundry, the first washer with stainless steel inside and out, and many more. Now Blackstone's booming to bring you even greater laundry products... see them soon... stock them... and SELL FOR PROFIT.

To all our many dealers and distributors

...we wish to express our sincere appreciation for your patience and loyalty.

Now greater days are here and Blackstone is booming.

During the recent months you have been reading of the promise for big, new things from Blackstone. In a few weeks that promise will be rolling off our lines and going to the field. Look for more news of this soon.

Remember Blackstone is your full-featured laundry line. You get top profits as sale after sale beats the competition that's geared only for turnover. It makes good business sense to wait for Blackstone... because Blackstone is Booming... for you.

These famous Blackstone laundry products will be coming your way soon



Blackstone wringers, with the famous Hydractor action, are quality-built to wrap up those buyers who are not automatic prospects.



Blackstone's stainless steel top and tub sell many practical and quality-minded women who want the tops in automatic washing.



Matching Blackstone dryer gives you a one-two laundry punch. Dryers can be had in gas or electric models.



Be sure to see the new selections coming from Blackstone. They're sensational—make laundries easier to sell... easier to buy.

Blackstone

America's first washer manufacturer since 1874
Jamestown, N. Y.



MOTOROLA Radios

Motorola Inc.,
4545 Augusta Blvd.,
Chicago, 51, Ill.

Models: 4 basic new portable radios in 10 new color combinations. **Selling Features:** Restyled new models retain slim all steel cabinets and Roto-Tenna handle in a new contour-cabinet and antenna are integrated in new V-line design; "Volumatic" control; Motorola PLACir construction; gives 100 hrs. battery life on one A and one B battery; extra large Alnico magnet and 4-in. speaker; leader in tube portables is 5-tube 5P31 Corsair, finished in grey tweed pyroxilyn with maroon trim. Fiesta, 5P32 has Corsaire features plus metal trim and recessed controls; cowhide-textured fabric in 4 colors.

Riveria series 5P33 adds vernier tuning; an earphone receiver jack for private listening; metal grill and trim; heavier speakers; rawhide textured fabric in antique white and 2-tone color.

Top of line is 6-tube Ranger 700; features 6 tubes, 3 gang condenser, vernier tuning, earphone receptacle, fabric-covered steel cabinet, new V-line Roto-tenna, twin module construction, large station selector dial; adjustable shoulder strap; navy or suntan rawhide-textured fabric. **Prices:** From \$31.95 to \$49.95.



RCA 1957 Radios

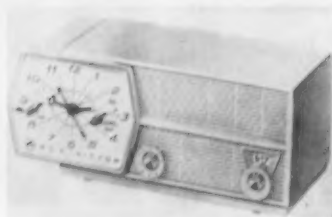
RCA-Victor Div.,
Radio Corp. of America,
Camden, N. J.

Models: 7 new radio models including 3 clock-radios, 3 table and a new 6-transistor miniature set.

Selling Features: Transistor 6, 9BT9, in gray, antique white or green non-breakable Impac plastic cases; weigh approximately 1 lb.; 3 1/4 in. high, 5 1/4 in. wide and 1 1/4 in. deep; equipped with special jack for optional miniature earphone attachment; operates on 6 transistors plus 1 crystal diode detector.

Clock-radios and table models

NEW PRODUCTS Television and Radio



include Squire, 8C51, with single finger-tip selector lever to turn radio on at preset time; convenient window dial tuning and calibrated volume control to set exact volume; Dreamette, with 3-position selector lever, window dial tuning and calibrated volume control; Malomar, in turquoise, oyster, charcoal, yellow featuring slumber switch, wake-up buzzer, window dial.

Table radios include Cole, Lyons, Burgess with direct drive tuning dial, all six use 4-tubes plus rectifier with printed circuits, 4-in. permanent magnet speakers; improved iron core IF transformers; built-in Magic Loop antenna.



ADMIRAL Clock-Radio

Admiral Corp.,
1191 Merchandise Mart,
Chicago, 54, Ill.

Model: Admiral clock-radio No. 521.

Selling Features: Includes a West-cloz clock; wake-to-music alarm and timer; built-in antenna for distant stations; ebony finish. **Price:** \$17.95.



GARDINER Transistor Radio

Gardiner Electronics Co.,
2545 E. Indian School Rd.,
Phoenix, Arizona

Device: Gardiner 4-transistor pocket radio.

Selling Features: Size of a package of cigarettes, 2 1/4 x 1 in., weighs 3 1/2 oz., including battery; equipped with hearing aid type earphone; uses only 8 in. wire for antenna; runs on small flashlight battery that lasts 600 hrs.

Price: \$29.50.



HOFFMAN Solaradio

Hoffman Electronics Corp.,
3761 S. Hill St.,
Los Angeles, 7, Calif.

Device: Hoffman all transistor Solaradio and Home & Travel transistor radio.

Selling Features: Solaradio draws power from sun rays; is equipped with a solar battery pack in carrying handle; solar pack consists of silicon solar cells both Solaradio and Home & Travel model feature all transistors plus a crystal diode detector, printed circuit wiring and a new high quality speaker with Alnico V magnet; the Home and Travel radio without solar pack is powered by 4 1 1/2-volt flashlight batteries that give a minimum of 500 hrs. life; both are lightweight, easy-to-carry models with retractable easel on back for conversion to table set.

Price: Solaradio, \$150; Home and Travel transistor, \$75.



SONORA Portable Radios

Sonora Radio & TV Corp.,
325 N. Hayne Ave.,
Chicago, 12, Ill.

Models: Sonora portable radios include No. 658, 659, 660 and 661.

Selling Features: All 4 models housed in high impact, non-breakable polystyrene cabinet; operate completely from self-contained batteries with superhet circuit for standard AM band; a built-in antenna, Alnico PM dynamic speaker, ave and "Clear as a bell" tone set measures 6 1/4 x 3 1/4 x 8 1/4 in.; comes in tan, green, maroon and gray respectively.

Price: \$24.95 all models.



HOFFMAN Hi-fi Consoles

Hoffman Electronics Corp.,
3761 S. Hill St.,
Los Angeles, 7, Calif.

Models: 2 hi-fi phono consoles.

Selling Features: Each comes in choice of hardwood cabinetry and furniture styles—mahogany, walnut, limed oak or maple; 800 series features a 4-speed Garrard changer with dual sapphire stylus; Hoffman-designed amplifier and 3 Jensen speakers; the 800 series has in addition to above, an am-fm tuner. **Price:** \$249.95 to \$359.95.



SONIC Phonos

Sonic Industries Inc.,
Lynbrook, N. Y.

Models: 11 phonos including 5 hi-fi models.

Selling Features: Hi-fi models have 4-speed Garrard changer, 3-speaker system, push-pull amplifier with negative feedback circuit, separate bass and treble controls; mounted in mahogany or lime oak finish. No. 580 has same features with deluxe Webcor 4-speed changer; No. 585 has 4-speed Webcor changer, 3-speaker system, push-pull amplifier with negative feedback circuit in hand-stitched, luggage styles scuff-proof Texon case.

No. 575 has 4-speed Webcor changer, 3-speaker system with hi-fi amplifier with negative feedback circuit. No. 560, has 4-speed Webcor changer, 2-speaker system hi-fi amplifier with negative feedback in wood cabinet.

No. 510 and 520 3-speed manuals with special design speaker baffle for stereosonic sound; No. 510 is in no break pastel blue plastic cabinet; No. 520 in vinyl covered "Slim Jim" cabinet in 2-tone green or coral.

Dayflex....the proven vacuum hose
that revolutionized the industry!

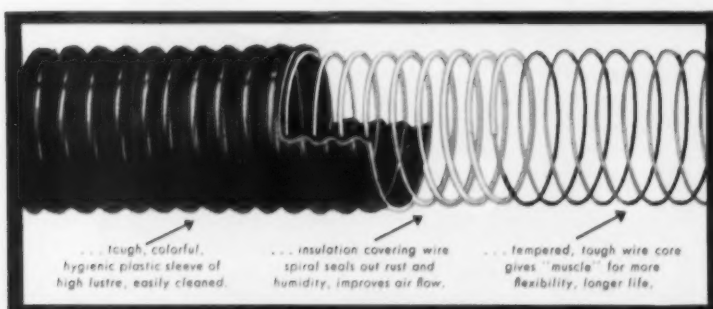


No wonder the major part of the vacuum industry has already chosen *genuine* DAYFLEX hose as original equipment. Here's the *proven* hose that's trouble-free... made by Dayton Rubber, a company with a quality reputation for over 50 years!

Dayflex gives *extra* sales magic to *any* vacuum; there's *nothing* like it. Here's the lighter, more flexible hose that lightens and brightens housecleaning. Dayton engineers have achieved a handsome, colorful plastic hose with a

lustrous sheen that's easily cleaned with a damp rag. Available in a wide range of decorator colors. It's outstanding for abrasion-resistance and amazingly long service.

Not only does Dayflex step up sales for those who use it in the vacuum field, but its unique qualities of strength, combined with flexibility, commend it for many other purposes. Dayton Rubber invites your inquiry, and offers the assistance of our engineering department in developing all uses of Dayflex Hose in all types of products. Write today for full information!



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PATENTED

Dayton **Dayflex**®

By the world's largest makers of
VACUUM CLEANER HOSE

— the vacuum hose that clinches the sale!

Dayton Rubber

THE DAYTON RUBBER COMPANY • DAYTON, OHIO



Is your appliance sales picture fuzzy in the big Chicago market?

Call your nearest Tribune representative for more facts about this important study. He'll be glad to call and discuss it with you.





Bring it into focus with the Tribune's new appliance market study!

WANT to learn where you've been and see where you're going in the dynamic Chicago market? Then spend some time with your Tribune representative poring over the 1956 Home Appliance Market study. For plotting your Chicago sales efforts, it's better than a crystal ball.

Item by item, brand by brand, this study spells out the whopping sales potentials in the wealthy Chicago market. You'll learn what appliance most families plan to buy next. You'll see where you've been getting your customers, from what income groups and social levels. And you're sure to be interested in the number of families who are thinking about appliances

without a specific brand in mind.

Brand standings, saturation levels, the growing replacement market—they're all here for your use and information. And there's dramatic new evidence of Tribune sales power, too. When asked, "Which Chicago newspaper is most useful when you are buying an appliance?" people named the Tribune more than 3 to 1 over any other Chicago newspaper!

In the shifting, fast-moving Chicago appliance market, it's no easy task to steer the right course. But your nearest Tribune representative can supply many valuable charts and navigational aids. Why not ask him to call with your copy of this important appliance survey?

Chicago Tribune

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MEMBER: FIRST 3 MARKETS GROUP, METRO SUNDAY MAGAZINE NETWORK AND METRO COMICS MAGAZINE NETWORK



V-M 'Fidelis' 560. 'Super-Fidelis' changer, three speakers, contemporary classic design. Blonde, mahogany, walnut, or ebony. Black- or brass-finished legs optional.

VM's Fabulous 'Fidelis'® Key Element in Phonograph Dealer Success Stories

TAKE A TIP FROM THE TOP DEALERS: V-M's fabulous 'Fidelis' (Model 560) high-fidelity phonograph piles up the profits, spells success and builds a reputation for you in the bargain.

BEST-SELLER ACROSS THE NATION, the V-M 'Fidelis' rates today as the best buy in package hi-fi because it gives your customers flawless, authentic high-fidelity reproduction, 4-speed versatility, trouble-free performance and functionally beautiful styling. Yet the price tag reads just \$149.50.*

Like the growing list of other V-M products—phonographs, record changers, tape recorders, amplifiers and extension speakers, the 'Fidelis' is designed better, built better, promoted better, and priced to give you both a good profit and fast turnover.

YOUR Hi-Fi success story starts with a call to your V-M distributor. Make it NOW!

*Slightly higher in the West



V-M CORPORATION BENTON HARBOR, MICHIGAN
WORLD'S LARGEST MANUFACTURER OF PHONOGRAPHS AND RECORD CHANGERS

**KELVINATOR
MEANS BUSINESS**

**NEW 1957 KELVINATOR
STORE EASY...
SEE EASY...REACH EASY...
REFRIGERATORS**
PUT EVERYTHING AT THE FINGERTIPS



Foodarama '57

Again in 1957 Kelvinator brings you the
outstanding values in every price class
MORE SALEABLE STYLING • MORE DEMONSTRABLE FEATURES

and 8
Customer-
Approved
Colors
... plus
Classic White



STORE EASY...SEE EASY...REACH EASY

Puts all fresh and frozen food at her fingertips!

WORLD'S ONLY UPRIGHT REFRIGERATOR UPRIGHT FREEZER COMBINATION

16 cu. ft. of fresh
and frozen storage in a
cabinet only 47" wide

In the Refrigerator

- Moist-cold automatic defrosting
- Tilt-Out Crisper
- New, Big Super Shelf
- Exclusive Breakfast Bar in door, holds bacon, juice, eggs
- 3 slide-out shelves bring food to your fingertips
- Butter and Cheese Handi-chests
- Handi-tray for small items

In the Freezer

- 175 lbs. zero-cold storage
- 6 speedy ice cube trays
- Convenient Door Shelves
- Frozen juice dispensing rack
- 4 fast-freezing shelves
- Freezer Wrap Dispenser



Foodarama '57



THE INCOMPARABLE AND UNIQUE — FOODARAMA '57 — POWERFUL LEADER OF THIS COMPLETELY RETAIL-MINDED LINE OF NEW 1957 KELVINATORS

Kelvinator brings you the greatest design concept, the most potent selling theme in the industry, Store Easy—See Easy—Reach Easy convenience. Here is an exciting difference that makes real sense to housewives, a big selling benefit you can demonstrate to your customers.

Only Kelvinator brings you a complete line of 24", 28" and 31" models spearheaded by the fabulous Foodarama. And Kelvinator brings you top profit opportunity in every price class. The retail-minded Kelvinator line means good business for Kelvinator-minded retailers in 1957.



Model 67G-13 Capacity 13.2 Cu. Ft. 68-lb. Freezer. Tilt-Out Crisper, Super Shelf, and other new Store Easy—See Easy—Reach Easy Features.

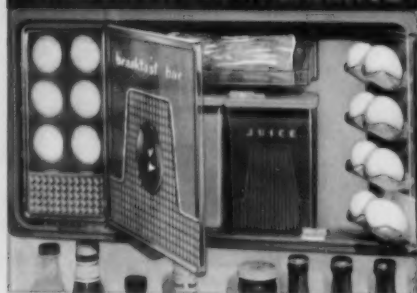


Model 68G-12 Capacity 11.8 Cu. Ft. 102-lb. Freezer at the bottom, Tilt-Out Crisper and other Store Easy—See Easy—Reach Easy Features.

NEW 1957 KELVINATOR REFRIGERATORS

Puts more demonstration features at your fingertips!

FINGERTIP CONVENIENCE



Breakfast Bar—Swings open at a touch to demonstrate easiest-to-reach storage for bacon, eggs and juices.

FINGERTIP CONVENIENCE



Juice Dispenser stores 21 standard size cans. Just slip one out to show the fingertip convenience of Foodarama freezer storage.

FINGERTIP CONVENIENCE



Removable Egg Trays. Twin egg trays that you can lift out for easy loading, cooking convenience, and easiest cleaning.

FINGERTIP CONVENIENCE



Twin Handi-Chests for butter, cheese and packaged foods. Spring-action drop down doors. Star-styled windows.



TILT-OUT CRISPER



CONVENIENT SUPER SHELF

EXCLUSIVE, TILT-OUT CRISPER. Big new 15 quart crisper tilts out at a touch of the finger. Here is real StoreEasy—See Easy—Reach Easy storage for fresh fruits, vegetables, and leaf greens. And the food you store can be seen at a glance through the star-styled window. Crisper lifts out for easy loading and cleaning.

BIG, NEW SUPER SHELF. Store Easy—See Easy—Reach Easy storage for even the big bulky foods. Tall bottles, turkeys, watermelons, all those foods you once had to "make room" for, are now in plain sight and easy reach. Another Kelvinator exclusive that gives you more up front storage at your fingertips.

Now see the new large-capacity deluxe models priced to speed replacement sales.



They're
all new,
all big,
all beautiful,
all competitive!

NEW 1957 KELVINATOR REFRIGERATOR-FREEZER COMBINATIONS

PRICED FOR VOLUME — PRICED FOR PROFIT

With Moist-Cold Automatic Defrosting, True Home Freezer and
Store Easy... See Easy... Reach Easy Convenience Features



Most Outstanding Replacement Value in a
Single Door Refrigerator for 1957

The **BIG**
"14"

- Moist-Cold Automatic Defrosting • 68-lb., separately insulated, True Home Freezer
- 17.1 sq. ft. of Convenient Shelf Storage • Two Giant Porcelain Crispers • Twin Handi-Chests for Dairy Products • Removable Egg Trays • Sliding Aluminum Shelves.

Every New 1957
Kelvinator
Refrigerator has
**SAFETY
DOORS**

Open from the inside
with slight pressure.

Most Outstanding Replacement Value in a
Two Door Refrigerator for 1957

THE 13.1 CU. FT. DELUXE TWO-DOOR COMBINATION

- 85 Pound True Home Freezer • 3—24 Cube Ice Trays • Moist-Cold Defrosting • Twin Porcelain Crispers • Handi-Tray • Twin Handi-Chests • Aluminum Shelves • Extra Deep Door Shelf Stores ½ Gallon Milk Cartons.



Kelvinator MEANS BUSINESS—



GOOD BUSINESS FOR YOU!

TRADE REPORT

MARCH • 1957

Whoops! What Happened?

... TV slumps with too much inventory

... early-in-the-year appliance sales are down

... dealers report tougher sledding, doubts

"WE look for an all-right appliance year, but not a big one. There are shaky elements cropping up, but we don't see any real distress signs yet. I'd say it is hard to define a real trend in the industry at the moment."

This is the comment of a western New York State appliance distributor. It is typical of the feeling throughout most of the country after early-in-the-year sales have been tallied.

As ELECTRICAL MERCHANDISING takes a second look at what prospects are for 1957, cause for alarm is seen principally in the field of television receivers. There the picture is bleak and becoming bleaker.

Benjamin Abrams, president of Emerson Radio & Phonograph Corp., recently defended a drastic cut in company earnings with the argument that an industry-wide cutback in production of black-and-white TV sets would occur in the next few months.

Abrams said the cutback would be the result of poor sales in January. Indeed, early in January and through most of December many manufacturers were reducing output and laying off employees due to a glut in inventory.

Quick on the heels of the Abrams remarks, on February 13, the General Electric Co. announced it would lay off 2500 television workers for the period of one week late in February, this in addition to 1200 laid off in January and still not recalled.

High inventory is blamed for the G-E layoffs, although company officials contend that this will be the last one required to bring inventories into line with consumer demand. They say that, by March 18, after retooling of the production line, some 300 to 400 of the 1200 laid off in January will return.

G-E contends that TV business increased in January, but not enough to swallow up the large inventory. For the first time, the company says, they are faced with the problem of going into the new year with a particularly high inventory. Part of this is blamed on lack of Christmas business.

Other Lines Slowed

G-E, incidentally, has also had to cut back its combination washer-dryer production because of lack of sales. Frigidaire, too, has found it necessary to furlough 1700 workers to "readjust" production schedules.

Obviously all is not well with the appliance business.

A spot check on the dealer and distributor level reveals skepticism and some uneasiness. Competition in the New York City area is reported tough with sales not good. Dealers are leaning heavily on laundry equipment, hi-fi units, and portable TV.

Upstate New York reports a slow January with some upturn in February.

From the South come reports of business being "about the same as it was last year." Warnings are being sounded, though, that "the dealer who isn't watching his operating expenses carefully may find himself in trouble." Criticism is leveled at manufacturers for "a continuing tendency to flood the market." Profits are slipping in the face of an increase in dollar sales.

In the South, automatic washers are uniformly leading in sales. Freezers are slow.

In the Great Lakes area, distributors and dealers are hoping for an increase of from 10 to 25 percent over last year, but this hope is not based on January sales, which were about 1 percent below last year's. Inven-

tories are reported about the same as last year.

In Cleveland, the products of some manufacturers are not moving as fast as others, but there seems to be no one item moving better than others.

Conflicting reports from Texas indicate that there may be a drop in sales for both major appliances and housewares this year. One outlet, for instance, reports that business is down 5 to 10 percent from January, 1956, with the exception of laundry equipment. TV is holding its own. Radio and hi-fi is at least 50 percent greater than last year.

Drop in Washington

In Washington, D. C., January, 1957, sales did not keep pace with January, 1956. Dealers saw a brightening picture for February, however. Inventories are reported less than last year, but business is extremely competitive. Prices are geared to match those of discounters. Laundry equipment is moving best; TV is off.

Swinging to the Far West, the situation in San Francisco is this: top seller is washers; slowest is the combination washer-dryer. Less distress merchandise than last year is reported, with inventories standing about the same.

San Francisco dealers and distributors, with a January volume equal to that of January last year, say that the future depends largely on cooperation from manufacturers-advertising campaigns, specials, etc.

In Southern California, the Los Angeles area reports January sales the same as or above those of last year's equivalent period. Laundry equipment accounts for a substan-

MORE▶

NEW ADMIRAL SELLS AMERICA'S



This photo shows an Admiral Portable TV undergoing the daring vibration test. It proves Admiral's picture stays perfect after 400,000 jolts and jars!

VIBRATION TEST

NO.1 PORTABLE!

1.

Millions see this dramatic test on TV every day!

2.

An Admiral Portable TV is vibrated 7200 times a minute...

3.

... for 60 minutes! That's over 400,000 jolts and jars...

4.

.. more than a portable TV gets in 10 years!

5.

The picture stays perfect, thanks to Admiral's "Power-Plated" Chassis!

6.

A co-op film of this "Vibration Test" is available to you!

Makes cash registers vibrate, too!

Dealers all report Admiral's "Vibration Test" is the industry's most potent sales clincher! The exciting action display is a dramatic reminder of the test advertised on Network TV and Radio. And Admiral Dealers have every *picture size* the customer wants. Only Admiral has all 3 most-wanted screen sizes—Big 10, 14, and 17!

Tie in with this hard-selling 4-color action display!



Admiral®



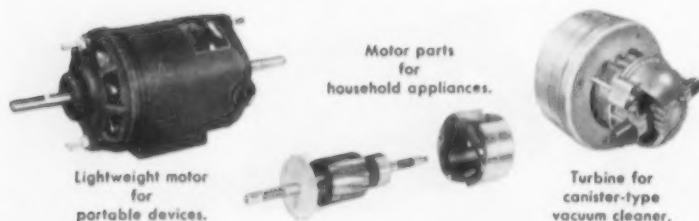
MOTOR PERFORMANCE THAT SPEEDS TURNOVER

When the appliance is powered by a Lamb Electric Motor, you can tell your customer about the outstanding performance of the motor—its quiet, dependable operation; its long life; and the fact that it was built by a company which has specialized in small motors for 41 years.

Greater product appeal, resulting from these sales features, speeds turnover. This is one of the many reasons why leading dealers the country over like to handle appliances equipped with Lamb Electric Motors.

THE LAMB ELECTRIC COMPANY • KENT, OHIO

In Canada: Lamb Electric — Division of
Sangamo Company Ltd.,— Leaside, Ontario



Lamb Electric
SPECIAL APPLICATION
FRACTIONAL HORSEPOWER **MOTORS**

tial percentage of this increase. Inventory is reported heavy. The trend appears to be toward cheaper merchandise.

The over-all picture would indicate that 1957 sales will equal those of last year, with perhaps a slight increase. But there are no signs of a boom. And there are some ominous rumblings for black-and-white TV.

Emerson: Private Label

Emerson Radio & Phonograph Corp. has gone into the private-label business. The company is now offering private-label TV, hi-fi, radio, and air conditioning units through the newly-formed consumer products division of Jefferson-Travis, Inc., a wholly-

owned Emerson subsidiary.

The new line will be merchandised on a limited distribution basis, one to a community, and aimed at the "mark-up house." These are large volume users requiring good mark-ups, such as department stores, furniture chains, etc.

A policy of limited distribution offers dealers a "house line" backed with a complete merchandising and advertising program enabling them to control profits and creating a loyal factory-dealer partnership, company representatives explain.

Herbert Kabat has been named general manager of the new division, which will function from the Emerson plant in Jersey City. From 1949 to 1956, Kabat was vice president in charge of sales for Olympic Radio and Television, Inc. Prior to that he was with RCA-Victor.

"Package" Attack Fails

Washington picture shows it likely that appliances will continue as part of FHA-insured financing on homes; FHA's Mason applied the damper

Efforts by furniture retailers and electrical contractors to have Federal Housing Administration-insured "package mortgages" legislated out of existence seem destined to die without much fanfare in Congress.

Norman P. Mason, commissioner to the FHA, has helped put the quietus to a proposed Housing Act amendment that would forbid FHA from financing such items as ranges, air conditioners, refrigerators, washing machines, and window shades.

In a letter to chairman J. William Fulbright of the Senate banking and currency committee, Mason cited these principal arguments for continuation of the package deal:

1) The industry and home purchasers get the same privileges under FHA's package plan as they would enjoy under other systems of financing available in their locality. The appliance and other accessory items permissible for financing via FHA vary from community to community and are identical with custom and practice of local financial institutions. Thus, air conditioning units are eligible for FHA insuring in only 14 areas, while built-in ovens are acceptable in 72, and electric or gas ranges in 65.

2) Inclusion of these items allows purchasers to obtain labor-saving equipment they might not be able to afford if such items had to be financed outside the FHA mortgage.

3) There is protection to the buyer in present practices—"most builders include nationally recog-

nized products because of their added sales appeal."

4) Knowing the size and type of items proposed permits a designer to plan a more efficient and usable room.

Mason also recognized some disadvantages, principally these:

1) Interest on long-term financing more than offsets a favorable purchase price when such items are part of the package.

2) Purchasers may have possible difficulties in replacing built-in equipment when replacement is necessary or less choice in selection of items they want or need.

3) Homeowners sometimes repay debt incurred for these items long after their useful life.

Mason finds the advantages far outweighing the disadvantages. He notes also that "the trend is to include more and more items in the mortgage" and "it would be a great disadvantage to the home-buying public to place FHA in a reactionary position toward the general trend."

Fulbright's Senate committee, at one point in 1956, was on the verge of putting limitations on the package. The National Retail Furniture Assn. was the driving force behind the move then. Since then, the National Electrical Contractors Assn. has joined the campaign. In the forefront of the opposition is the National Assn. of Home Builders, which now has won FHA support.

Best appraisal of the future: the banking committee will not be inclined to give the problem much more than routine consideration



PITTSBURGH PRODUCTS used in this modern, good-looking store are Pittco® Store Front Metal, Pittsburgh Polished Plate Glass and Tubelite® Doors and Frame. Architect: Edward J. Aroyan Company, Dorchester, Massachusetts.

“Tremendous asset
in attracting people,”

says James L. Smith, *Treasurer, Smith & Meirick, Inc., Boston, Massachusetts*



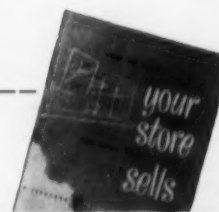
about their new Pittsburgh Open-Vision Store Front.

“Our new front has been a tremendous asset in attracting people to our store. We sincerely recommend new fronts for any line of business that must cater to the public. Increased sales will more than offset the cost of the front.”

Everywhere in the country merchants in all sorts of stores are talking about their new Pittsburgh Open-Vision Store Fronts—and the way these fronts are helping to build up new businesses and to improve established ones. Increases in

business as high as 70% are not unusual following a good modernization with a Pittsburgh Front.

And what helps one merchant will help others too—including you. If you haven't recently remodeled or improved your store, you owe it to yourself and your business to investigate Pittsburgh Open-Vision Store Fronts. Just send in the convenient coupon and we'll be glad to give you more information on Pittsburgh Store Fronts and Store Front Products.



Pittsburgh Plate Glass Company
Room 7179, 632 Fort Duquesne Blvd.
Pittsburgh 22, Pa.

Please send me a FREE copy of your
store front booklet.

Name

Address

City State



PAINTS • GLASS • CHEMICALS • BRUSHES • PLASTICS • FIBER GLASS

PITTSBURGH PLATE GLASS COMPANY

IN CANADA: CANADIAN PITTSBURGH INDUSTRIES LIMITED



"MITCHELL
'operation
saturation
advertising'
is bigger than
both of
us!"

IT'S THE LARGEST
(OVER \$1,000,000 LOCAL
DOLLARS) LOCAL CAMPAIGN
EVER AIMED AT YOUR MARKET

GET ALL THE FACTS FROM YOUR MITCHELL DISTRIBUTOR
 Mitchell Manufacturing Company—A division of Cory Corporation, 3200 W. Peterson Ave., Chicago, Ill.

• Packs the punch of over 1,000,000 local lines and local dollars. • Pyramids the power of newspapers, radio and television into volume sales profit. • 100% distributor paid, if you act now! • Sell the big plus: Roto Cone, the exclusive Sweep-Cooling concept that sells on sight.

and probably will hope to let the limitation proposals die a quiet death in committee.

NARDA Attack. The fight is not entirely confined to Capitol Hill. The National Appliance & Radio-TV Dealers Assn. is attacking on another front—at the Federal Trade Commission, where its complaints have touched off an investigation of distribution practices in appliances and home equipment. (See ELECTRICAL MERCHANDISING, October, Page 188, and November, Page 120.)

Joseph B. McGrath, legislative representative of the National Assn. of Home Builders, says, "This has already caused some of the largest manufacturers of electrical equipment and appliances to consider revising their volume sales practices to the building industry, to the detriment of both prospective home buyers and builders." McGrath takes a dim view, of course, calling it "startling that the furniture and appliance dealers should seek to curtail in this drastic fashion one of the largest markets for their products."

FHA commissioner Norman Mason, in surveying the package mortgage situation, asked 75 field offices to indicate which items are locally eligible for FHA mortgage insurance. These are the results

(note that not all answers total 75):

| | Yes | No |
|-------------------------------------|-----|----|
| Room air conditioners.... | 14 | 57 |
| Cooking units (all types)... | 70 | 4 |
| Dehumidifiers | 2 | 69 |
| Built-in dishwashers | 73 | 1 |
| Clothes dryers | 59 | 15 |
| Garbage disposers | 72 | 2 |
| Built-in mixers | 18 | 53 |
| Built-in ovens | 72 | 2 |
| Ranges | 65 | 10 |
| Freezers | 21 | 52 |
| Refrigerators | 68 | 7 |
| Space heaters (free standing) | 35 | 39 |
| Built-in ventilating fans... | 70 | 4 |
| Washing machines | 59 | 15 |
| Water softeners | 41 | 29 |

Tax-Time Promotion

Dixie TV and Radio Service has come up with a timely promotion in Moultrie, Georgia.

They are offering to figure anyone's income tax with the purchase of a major appliance.

An ad carried over Moultrie's station WMTM says:

"Dixie TV and Radio Service is offering free tax consultation and income tax form-figuring with the purchase of any major appliance, such as freezers, washers, TV sets and radios between now and April 15."

Market Tally

Chicago Tribune count covers nine major appliances—includes apartment dwellers; air conditioners found popular; discount buying heavy

Chicago, said to absorb 5 percent of U. S. appliances, has had another measuring job done by the research division of the Chicago Tribune, the first since 1952.

A. W. Dreier, general display advertising manager of the Tribune, reveals that shopping habits, saturation levels, brand standings, sales trends, market potential and consumer preferences were studied by both personal interviews and follow-ups on the telephone. Dealers were called on, and questioned. Customers were double-checked. All of Chicago's shopping centers were included to get a complete picture of the city's 1,687,200 households and their habits.

Unique in the survey was a first-time count on the number of homes that use an appliance but do not own it, something that happens frequently in apartment dwellings. For example, 22.7 percent of Chicago homesteaders do not own their kitchen ranges, and 19.3

percent have refrigerators furnished with the flats. A look at the Tribune table reveals this as the 1956 picture:

| | Owned | Used | None |
|------------------|-------|------|-------|
| Air conditioners | 9.6% | .03% | 90.1% |
| Dishwashers | 2.6 | — | 97.4 |
| Vacuum cleaners | 78.5 | 1.4 | 20.1 |
| Washers | 71.8 | 5.2 | 23.0 |
| Dryers | 13.6 | 1.9 | 84.5 |
| Television | 89.6 | 2.4 | 8.0 |
| Refrigerators | 78.6 | 19.3 | 2.1 |
| Freezers | 9.0 | 0.3 | 90.7 |
| Kitchen range | 75.5 | 22.7 | 1.8 |

The belief that the Loop (Chicago's downtown district) is the great shopping center for appliances is shattered. This area moves only 9.6 percent of the air conditioner business, 10.4 percent of the automatic dishwashers, 11.4 of the vacuum cleaner business, 12.5 of the washers, 8.2 percent of the town's clothes dryers, and 11.7 of its television.

Nor does it prove that a few big stores gobble up all the appliance

"mother almost fell
off her roost when
she heard what
MITCHELL
hatched"



MITCHELL
Roto Cone
Cooling!

MAKES CONDITIONED AIR COME
ALIVE, COMPLETELY SURROUNDS
YOU WITH NATURAL COMFORT

• Cools 21% faster by actual test. • Tailors the air delivery with an infinite range of settings. • Exclusive Sweep-Cooling concept sells itself—no hot spots, no clammy areas, no drafts. • Achieves the ultimate in quiet operation.

GET ALL THE FACTS FROM YOUR MITCHELL DISTRIBUTOR
 Mitchell Manufacturing Company—A division of Cory Corporation, 3200 W. Peterson Ave., Chicago, Ill.

volume, as is so frequently alleged.

The top seven stores in air conditioners moved only 43 percent of the total volume. With dishwashers they did 32.2 percent, cleaners 29.6, washers 56.6, dryers 58 percent, television, 35.1, refrigerators 41, food freezers 48.3, and ranges, 45.1. Polk Brothers and Sears alternate as leading retail outlets and Commonwealth Edison, Chicago utility, has come down into the 2 percent class.

As might be expected, households with \$7,000 a year and above incomes buy the most appliances. They purchase 76.6 percent of the dishwashers, 56 percent of the dryers, and 46.5 percent of the food freezers.

What appliance will they buy next? It appears that a room cooler is the most popular choice here. Of those already owning an air conditioner, it appears that 92.1 percent own one unit; 5.8 percent own two, and 2.1 percent have three room coolers in the home.

Another thing the survey sought to answer was the number of families buying through discount houses or catalogs. These were classified as "non retail outlets." With dishwashers, 6 out of 28 reporting bought from these channels.

Dishwashers. On the dishwasher

question, it was revealed that 81.2 percent had them "plumbed in," 18.8 percent bought movable models, and 18 percent were second hand.

Vacuum Cleaners. The vacuum cleaner field was broken down into its various types with the information that 42 percent sold were up-rights, 44.7 percent were tanks, 13.1 canister and 1.2 percent hand sizes. Out of 765 reports on cleaner sales, only 28 purchased from a non retail outlet, and 206 bought from door-to-door salesmen. Of those sold, 10.6 percent were used models.

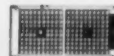
Washers. With washers, 87.8 percent bought washers new, 12.2 percent took used models. Of these, 62.3 percent were wringer type machines, 11.4 were spinners, 39.5 automatics, and 0.8 percent were washer-dryer (dual) models. Of 923 owners reporting, 19 bought from a non-retail outlet.

Clothes Dryers. In the clothes dryer field, 97 percent bought new, 3 percent bought used machines. Of these, 30.8 percent were electric and 69.2 percent were gas operated. Out of 301 sales, only 15 came from non-retail outlets.

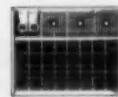
Television. Size of screens was most interesting in the television field. Some 48.2 percent had 20-to-23-inch screens, 32 percent

7 COMPLETE SERIES 31 MODELS

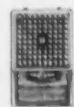
"MITCHELL
the greatest thing
I've ever seen
since that fellow
who used to
swim in here"



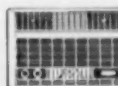
Pancake
Low and thin
1/2, 1 hp.



Ultra-Thin
Thinest unit yet
1/2, 1, 1 1/2 hp.



Casement
Rated 1st in cooling power
1/2, 1 hp.



Power Pack "24"
2 feet narrow
1/2, 1 hp.



Roto Cone
New Sweep-Cooling feature
1/2, 1, 1 1/2, 2 hp.



Advance
Hottest prices in air
conditioning
1/2, 1, 1 1/2 and 2 hp.



Imperial
The world's most powerful
room air conditioner
1/2, 2 hp.

GET ALL THE FACTS FROM YOUR
MITCHELL DISTRIBUTOR



Mitchell Manufacturing Company—A division of Cory Corporation, 3200 W. Peterson Ave., Chicago, Ill.



"take it from
me...there's a
better way to
keep 'em cool"

MITCHELL

ROOM AIR CONDITIONERS
DELIVER MORE COOLING
PER DOLLAR THAN
ANY OTHER MAKE!

• **CAPACITY BOOSTER**
Delivers a cooling bonus
of 310 BTU's per hour.

• **ROTO CONE**
Cools 21% faster by actual
test—with a totally new
Sweep-Cooling concept.

• **NEW 12 AMP**
1 HP, 115 V CAPACITY—
6 different styles that
eliminate 230 v. line, yet
deliver king-sized cooling;
save 10% on operating
costs.

• **NEW 7 1/2 AMP**
1/2 HP, 115 V UNIT—saves
40% on electricity costs,
saves rewiring costs, uses
less current than a toaster.

GET ALL THE FACTS FROM YOUR MITCHELL DISTRIBUTOR
Mitchell Manufacturing Company—A division of Cory Corporation, 3200 W. Peterson Ave., Chicago, Ill.

ELECTRICAL MERCHANDISING—MARCH, 1957

bought 16-to-19-inch sizes, 10.9 percent were using less than 15-inch tubes. Only 7.7 percent of the owners had two television sets in their homes, and 0.5 percent had three. Out of 2,563 reporting black-and-white TV, 18 owned color sets. While the size of the picture screen is increasing, only 8.8 percent of the owners had 24-inch sizes.

Refrigerators. In the refrigeration field, 93.2 percent owned electrically-operated boxes, 6.8 percent had gas-operated, and 14.8 percent were used models. Only 42.9 were

combination refrigerator-freezers.

Food Freezers. In the food freezer field, some 42.2 percent bought upright cabinets, 57 percent horizontal chests, and only 0.8 percent were wall or counter units. Only 9 out of 149 reporting bought from a non-retail source, and 9 percent bought second-hand models.

Ranges. Of kitchen ranges, 81.9 percent were purchased new, 18.1 bought used. Some 14.3 percent were electric, and 85.7 percent gas. Only 20 out of 1,839 ranges were built-ins.

Salve for Distributors

New provisions incorporated in RCA's distributor appointment letter include six-month cancellation notice; distributor panel to act as liaison

The Radio Corp. of America is making things easier for its distributors. The company's arrangements with distributors of RCA-Victor consumer products have been modified.

RCA has added a provision in its distributor appointment letter requiring the company to give at

least six months notice before terminating a distributor franchise. Distributors, on the other hand, retain their privilege of discontinuing to handle RCA products at any time, according to president Frank M. Folsom.

"In addition," Folsom said, "such a notice of RCA's intention to

terminate a distributorship will only be given in the event there is a substantial change in the ownership or control of a distributor's business or because a distributor fails adequately to represent the company and promote the sale of its products."

Folsom added that "in the event any distributor is terminated, RCA will repurchase from the distributor all merchandise in the current RCA-Victor lines which is in new condition and in original packaging at the then current RCA prices to its distributors."

No Basic Changes. Folsom contended that the changes do not reflect any basic modifications of RCA's actual practices, but simply reflect and reduce to writing what has been company practice.

RCA also announced the formation of a panel of distributors to improve product-marketing liaison.

Folsom feels that "distributors, because of their contacts with dealers and consumers, can make valuable contributions with respect to merchandising plans and programs."

M. F. Bennett, vice president, merchandising, has been named coordinator of the panel.

More Imports

The importer of two lines of German-made hi-fi and radio units with Italian model names, introduced in this country last December, reports sales of "several thousand units." Busy setting up a system of American distributors and dealers is Harry M. Rich, president of Fonovox Corp., Brooklyn, N. Y.

Rich showed his line in New York City recently to the press and interested dealers.

The new lines are being sold under Tonfunk and Fonovox labels. They are being sold by Videola Erie Corp. and prices range from \$69.95 to \$769 (including television).

Rich reports that the units are selling best in the New York area through appliance and department stores and elsewhere largely in music stores.

6 Month Loyalty

Trade revulsion to "the forced power plays that have been so conspicuous in the home laundry field recently" has been credited for the loyalty shown by Blackstone Corp. distributors and retailers during the company's recent six-month strike.

Thus, says former vice president John M. Wicht, the strike "will prove to be not as devastating as that length of time with absolutely no production would ordinarily signify."

"Under the most distressing circumstances of lack of merchandise

CADILLAC QUIK-VAC OFFERS YOU NEW SALES

plus... MORE

Cadillac®

**QUIK-VAC
Model 888**

... the only
**CANISTER
CLEANER
WITH A
2-SPEED
MOTOR**



"FLOATING BRUSH" in rug nozzle automatically moves up and down... adjusts itself to any thickness of rug pile. It also moves forward and backward to prevent "drag"... enable nozzle to glide easily over rug nap as it agitates dirt for thorough pickup.

It's America's most beautiful, most efficient, most versatile vacuum cleaner.

WRITE TODAY for Portfolio "X" (34 informative pages but only 15 minutes of reading time). It tells why Cadillac sales come easy and often... how you can make MORE PROFIT PER UNIT - a profit that permits trade-in allowances to meet competition.

Cadillac... the quality name in vacuum cleaners since 1910

SUPPORT...A WHOPPING CUSTOMER ROUNDUP PROFIT PER UNIT!

MORE PROFIT . . . LESS SALES EFFORT. That's what makes
Cadillac Quik-Vac a better deal for dealers.



LONGER PROFIT? Yes! Our liberal discount policy permits trade-in allowances to meet competition . . . leaves more dollars in your cash register.

LESS SALES EFFORT? Right! Our go-get-'em ad program pulls in presold prospects. And Cadillac Quik-Vac offers the homemaker everything she wants: fast, thorough cleaning, smart styling, popular price.

TO ROUND UP SALES FOR YOUR STORE...

- **NATIONAL ADVERTISING**—Large-space ads in leading magazines tell homemakers about the dirt-getting efficiency of Cadillac Quik-Vac.
- **CO-OPERATIVE NEWSPAPER ADVERTISING**—We furnish **FREE AD MATS** and share the cost of advertising Cadillac Quik-Vac in your local newspapers. Proof sheets of available ads are yours for the asking.



McCall's says:

"We used it and we like it!"

USE-TESTED
by **McCall's**

NEW SALES WEDGE!

Now every Cadillac Quik-Vac cleaner prominently displays the McCall's USE-TESTED tag of approval. Unbeatable for creating customer confidence...furnishing product information...clinching sales!

Cadillac®

QUIK-VAC

A product of the CADILLAC VACUUM CLEANER DIVISION
CLEMENTS MFG. CO. Dept. A, 6650 S. Narragansett Ave., Chicago 38, Ill.

... Sold only through reliable distributors and dealers

ELECTRICAL MERCHANDISING—MARCH, 1957

and continuing mergers of gigantic factors that apparently are planning to swallow this industry," Wicht continued, "our distributors and dealers held fast."

Wicht also pointed out that Blackstone production facilities were improved in the interim, new machinery installed and plans perfected for immediately swinging into complete productivity.

In the interim, Wicht added, new products were developed and additional new Blackstone home laundry products will be forthcoming.

Another Side-Line

Consolidated Sewing Machine Corp. is making a bid to put its units into appliance stores. The company has outlined its program for the major appliance distributor in booklet form.

Among the selling points that the company lists for its Viking units are ease of demonstration, high profit margins, and a two-price structure for those offering service and for non-service dealers. Consolidated recommends a separate selling division, however, so that sewing machine sales, at least on the distributor level, can be a specialized operation.

The booklet points out that the profit margin on the Viking portable model #21 is 43.8 percent and 41.7 percent on the portable model #51.

Wanted: Servicemen

"More work to do, and fewer men to do it." This was the explanation of Robert S. Geran, general service manager for Kelvinator division, American Motors Corp., to justify his recent prediction of an acute shortage of appliance servicemen in the 1960's.

Speaking at Kelvinator's annual training program for factory and field service staffs, Geran cited the growing number of such heavy-duty appliances as automatic washers and dishwashers plus the attractiveness of other occupations as contributing to the shortage of servicemen.

"There are not enough trained men at the dealer and distributor levels, and there are not enough men interested in appliance servicing as an occupation," Geran said.

As part of its long-range training program to expand its service organization, Kelvinator introduced a new course in basic refrigeration during the two-week program.

The Style Barrier

More imaginative cabinet styles for high fidelity units to meet varying tastes in home decor are



A Dealer's Eye-view of Color!



AQUA
BLUE



CHINESE
RED



ICE
GREEN

NEW...

Enterprise

GAS and ELECTRIC RANGES

.... The range designed
with your customers in mind

There's Cash in Color for Dealers promoting the new ENTERPRISE line of Glamor-Ranges, featured in consumer-selling, kitchen-mated colors. Shades of Aqua Blue, Chinese Red, Ice Green are available on backguard, burner bowls and lower compartment doors. Make your Enterprise space the brightest spot on your sales floor! And watch your profits soar!

• **Phillips & Buttorff Manufacturing Company** •
NASHVILLE TENNESSEE

needed, according to William C. Scales, sales manager of the receiver division of Allen B. Du Mont Laboratories, Inc.

Scales justified his statement by pointing to the increased dealer traffic at Du Mont's exhibit at the Merchandise Mart in Chicago in January. Du Mont's Governor Winthrop high fidelity phonograph, a four-speaker unit in a slant-top desk, was featured.

"We had anticipated a good reception for the Governor Winthrop by those attending the show, but we certainly didn't expect such overwhelming enthusiasm," Scales said.

German Colossus

Mergers in the electrical industry aren't just an American trend. McGraw-Hill World News reports that the German firm of Grundig-Radiowerke has acquired the majority of Triumph-Werke in Nuernberg.

Triumph employs about 3600 persons and manufactures typing and accounting machines as well as motor cycles, scooters, etc. This production program will now be enlarged to include Grundig electronic instruments.

Grundig employs about 13,000 workers in six Bavarian plants. An additional plant is to be built this year for the manufacture of sound strip equipment. The firm's 1956 sales are estimated at about \$48 million. More than 50 percent of its production is exported.

Manufacturer Briefs

- Cyril Bath Co. is slated to deliver to Hotpoint an automated machine that replaces five single-purpose machines used in producing, in mild steel, the outer case of a dishwasher. A similar machine is being built to produce the outer case of a TV set.

- Additional facilities are being installed at Republic Steel Corp.'s Berger division Plant No. 2 in Canton, Ohio. This is to bring about better service for independent distributors handling Republic Steel Kitchens.

- Westinghouse Electric Corp.'s air conditioning division has opened a factory branch in Cleveland, Ohio.

- Amphenol Electronics Corp. is celebrating its 25th anniversary under the theme of "building to the future of electronics."

- Motorola, Inc., has moved its West Coast headquarters from San Mateo, Calif., to Burlingame, Calif., where it will occupy a new and larger building.

Exclusive **Quaker** features make this wall heater easier to sell!

Quaker's new "decorator" cool cabinet vented gas wall heater

Your customers will want this Quaker vented gas wall heater! Completely eliminates unlivable zones now in homes. Simple, easy to install — two wood screws in wall.

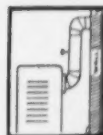
*Eye Catching Display
tells the Story Fast—
Makes the Sale!*



Model WCVA-408 — 40,000 BTU. Height: 60" Width: 26" Depth: 6 3/4". Also available Model WCVA-258 — 25,000 BTU. Height: 60" Width: 20" Depth: 7".

Quaker Wall Heaters Have the Features that Sell!

- Hangs on wall like a picture—takes up minimum wall space—installed in three to five minutes.
- Super efficient "deep port" burner with "Half Moon" contour design gives highest burning efficiency.
- Porcelain heating chamber double-coated with lifetime porcelain finish on both sides.
- Super circulation through exclusive "Air-Flow" construction for greater volume of warm air on less gas.
- Super safe extra cool cabinet design keeps walls and heater cool-to-the-touch. No dangerous open flame.
- New decorator styling blends with any room decor. Luxurious Hammer-tone Beige and Gold Silicone finish.

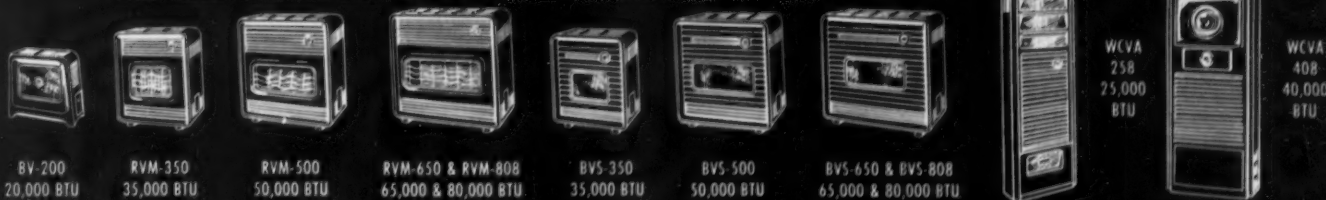


Old fashioned gas heater takes up floor space



New Quaker Gas Wall Heater hangs on wall

THE MOST COMPLETE GAS HEATER LINE IN THE INDUSTRY



BV-200
20,000 BTU

RVM-350
35,000 BTU

RVM-500
50,000 BTU

RVM-650 & RVM-808
65,000 & 80,000 BTU

BVS-350
35,000 BTU

BVS-500
50,000 BTU

BVS-650 & BVS-808
65,000 & 80,000 BTU

WCVA
258
25,000
BTU

WCVA
408
40,000
BTU

Only Quaker Gas Heaters Have 2-Way, 20-Year Guarantee!

1. Double porcelain combustion chamber guaranteed 20 years against rust-out or burn-out.
2. Exclusive "Multi-Heat" deep port burner guaranteed 20 years or replaced without cost.

There's a huge market for Quaker Vented Gas Wall Heaters! Proven local and in-store promotions make quick sales and big profits.

Quaker

MANUFACTURING COMPANY

1147 Merchandise Mart, Chicago 54, Ill.

Mail Coupon for Information and Prices

Quaker Manufacturing Company
1147A Merchandise Mart, Chicago 54, Ill.

Send complete information and prices on Quaker Vented Gas Wall Heaters and other gas heaters in your line.

Company _____

Your Name _____

Address _____

City _____ Zone _____ State _____

NOW...

New Profit Opportunities

with **Tex-Knit®**

Ironing Pads and Covers

"GOOD—BETTER—BEST"

selection in ironing board covers

Open up a whole new field of profit opportunity with the Tex-Knit guaranteed line. "Good—Better—Best" selection gives you three chances at every sale... allows easy trade-up... higher sales tickets... assures customer satisfaction.

GOOD



GOLDEN CROWN

Guaranteed *one* full year!
Retail list **\$1.98**, with
Foam Rubber Pad **\$3.98**

BETTER



PERMA GOLD

Guaranteed *two* full years!
Retail list **\$2.98**, with
Foam Rubber Pad **\$4.98**

BEST



BURN-PROOF

Guaranteed *three* full years!
Retail list **\$3.69***, with
Foam Rubber Pad **\$5.49***

*West Coast prices slightly higher.

FREE DISPLAY *plus*

\$5.94 in FREE profit goods when you
SELL 'EM ALL... with the Tex-Knit
"Good—Better—Best" Basic Assortment "A".



Basic Assortment "A"—A complete selection of the fastest-moving Tex-Knit covers packed in a colorful display... meets every consumer need—trades-up on sight—acts as a "self-seller" at the all important Point-of-Purchase. FREE Display *plus* \$5.94 in bonus merchandise at no cost with Basic Assortment "A". Order from your supplier now.

| Quantity | Model No. (Adjustable to fit all boards) | Total List |
|----------|--|-----------------|
| 3 | No. 5100 GOLDEN CROWN, Retail \$1.98 | \$ 5.94 |
| 3 | No. 3100 PERMA GOLD " 2.98 | 8.94 |
| 3 | No. 2100 BURN-PROOF " 3.69 | 11.07 |
| 2 | No. 3200 GOLDEN CROWN " 3.98 | 7.96 |
| 2 | No. 3200 PERMA GOLD " 4.98 | 9.96 |
| 2 | No. 2200 BURN-PROOF " 5.49 | 10.98 |
| | Total retail list | \$54.85* |

PLUS FREE 3 Model No. 5100 GOLDEN CROWN: FREE Retail list \$5.94
FREE "Good—Better—Best" Self-Seller Display FREE
Total retail value \$60.79*

Endorsed by Steve Allen and Jayne Meadows...
advertised in LIFE



Steve Allen and Jayne Meadows will bring the Tex-Knit story to millions of homemakers across the country. Big-space advertising in America's leading weekly, *plus* newspapers, radio and television, will aggressively promote Tex-Knit... the only ironing board covers nationally advertised—and consumer guaranteed!

**STOCK,
DISPLAY
and SELL**

Tex-Knit®

the only **GUARANTEED LINE**

Textile Mills Company, 2762-92 Clybourn Ave., Chicago 14, Illinois
World's largest manufacturers of ironing board covers and pad sets.

In Appreciation



S. M. BERNSTEIN, center, president of Berns Air King Corp., honors four employees for a total of 85 years of service. Gold watches were presented to, left to right, Frank Vrbanc, chief maintenance engineer, 20 years; Joe Dobrowski, foreman of fan blade department, 20 years; Mrs. Arthur Stanley, accepting the award for her husband who is foreman of tool and die department, 20 years; and William Crawford, truck driver, 25 years. The awards were presented at the company's 10th annual pre-Houseware Show banquet at which Bernstein also predicted a 10 percent increase in company volume for 1957.

No, Deals, No Specials...

... just profitable, feature-packed merchandise;
that, according to Casco officials, is the heart of a newly-
announced merchandising policy

Low-priced special models and "deals" have been eliminated by Casco Products Corp. in an effort to make electric housewares more profitable for distributors and dealers.

Initial trade reaction has been very encouraging, Casco officials say. As a result, the firm has been able to add distributors which were heretofore unavailable.

A highly satisfactory year in 1956 and continued good prospects cannot obscure the fact that "no industry has been so cruel to itself profitwise," executive vice-president John Reidy said in announcing his firm's new program.

During 1956, Reidy explained, the electric housewares industry, including Casco, created "serious price instability" by offering "one extra profit deal after another." The result, he said, was that a few wholesalers who could afford large quantity purchases flooded the market over a long period of time at the lowest price, leaving other distributors with virtually dead inventory.

Casco has, therefore, terminated a special deal offer on its stainless steel, steam and dry iron and will sell it at a price no lower than the \$9.22 shown on current distributor cost sheets. The same policy will

apply to other Casco appliances.

The Program. Other phases of the new merchandising policy include (1) elimination of special low-priced models; (2) a limited wholesale franchise policy; and (3) a greatly expanded advertising and merchandising program.

The latter will get underway by the middle of this month when the firm launches national and local advertising for its steam iron. In line with Casco's new merchandising policy, the campaign will stress product and performance rather than price.

Details of the limited franchising at distributor level are not yet available. Sales manager M. J. Dunn says it will take up to four months to complete a market by market analysis. Only then will it be possible to find out just how severe will be the cut in Casco distribution.

Elimination of special price models will enable Casco to concentrate on a single product in each merchandise category and simplify the selling job of distributors and dealers, Dunn pointed out. All Casco products will boast a single, exclusive feature, which cannot be found on competing merchandise.

What's It Cost? What's the new policy costing Casco? Initially,

THE \$100,000,000

NATIONALLY FAMOUS

CROSLEY APPLIANCE LINES

ARE FOR SALE

In Whole or Part

RADIOS • TELEVISION • REFRIGERATORS
FREEZERS • ELECTRIC RANGES

including:

tooling, dies, jigs, fixtures, engineering data, patents, trade marks, good will, customer lists, woodworking plant, etc., to manufacture and market these ultra-modern appliances whose last five years' sales volume was \$425,000,000.

OFFERING MADE SUBJECT TO PRIOR SALE

For further details, write, wire

INDUSTRIAL PLANTS CORPORATION

Exclusive Selling Agents

90 WEST BROADWAY

NEW YORK 7, N. Y.

for FAST
Sales \$
with FULL Profits...
feature the

**DEXTER
QUICKTWIN**



**Outperforms Them All
Automatics Too!**

When you push the Dexter Quicktwin you push out competition because no other type of washer gets clothes so clean so fast. The Quicktwin delivers a big load of clean clothes every 4 minutes—completes the biggest week's wash in less than an hour—saves time, water, soap and electricity. It's the best solution to the laundry problems of many of your customers. The Dexter Quicktwin will always be profitable for you to handle. Send for name of your Dexter Distributor—today!

DEXTER
FAIRFIELD, IOWA

at least, the company expects to lose volume. It's normal to have a "deal" for the March-May period and there will be no such deal this year. But by the end of the year Casco confidently expects to have more than made up such lost volume.

There's only one reservation. Reidy cautions that "our ability to carry out this program successfully greatly depends upon the cooperation and endorsement we receive from our customers." Company officials say the new policy means that distributors must sell a line, not a deal. This will take more effort, Casco admits, but as a result, the line will be more valuable.

Combo Favored

Amana Refrigeration, Inc., contends that the combination freezer-refrigerator is finding favor with all sizes of families in all income groups all across the country. This is because it provides the convenience of large freezer capacity in the same appliances as a full family-size refrigerator, the company states.

The company adds that the rapid acceptance of the true combination freezer-refrigerator is making even late-model conventional refrigerators obsolete.

An Amana survey canvassed over 5000 housewives.

Preway Sales Meeting

Some 80 "students" at "Preway University" do their homework on new 1957 built-in range lines and an electrically-ignited oil heater

Two solid days of instruction at the recent Preway national sales meeting in Wisconsin Rapids made the "Preway University" theme of the session particularly apt for 49 sales representatives and 30 factory people. Though the group worked out several variations of a theme song, mostly using the phrase "old P. U.", they put in two eight-hour days on the books, too.

Introduced at this meeting were the 1957 built-in oven and cooking unit lines, which include both gas and electric models, and a deluxe and economy line. Another new item in the 1957 Preway line is the top-of-the-line electrically-ignited oil stove, new to Preway.

Besides a full complement of instructors from within the Preway organization, who gave classes on the products, their servicing and merchandising, the group heard

two outside speakers: Dale Bauer of the Electrical Merchandising business staff, and Roy Barry of Barry Supply Co., Chicago, a Preway distributor.



HI-JINKS included this photographer's set-up, at which every man had his picture taken. Here, R. J. Sanderson, field sales manager (top) and J. O. Ellis, president, set an example.



STUDENTS at "Preway University" are intent on getting facts and figures down in their books to translate into sales pitches later.

ONLY CHRYSLER'S AIRTEMP GIVES DEALERS

individualized
promotion

for selling the hottest **ROOM**

AIR **CONDITIONER**

LINE of the year!



Alert dealers know it takes more than "carrying" a line to sell in today's competitive market.

Airtemp—and Airtemp distributors—know it, too!

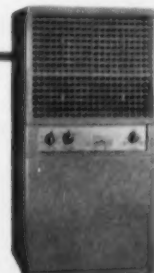
That's why they offer Airtemp dealers realistic help. Merchandising created especially to meet local selling problems.

That's "market-measured" merchandising. It pays dividends. Ask any Airtemp dealer.

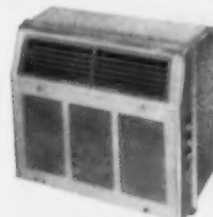
Better yet—*check* the benefits of this approach to the competitive selling situations that prevail—in *different* forms—in every market. Phone your Airtemp distributor—or write direct to Airtemp Division, Chrysler Corporation, Dept. EM-3-57, Dayton 1, Ohio.



CUSTOM ROYAL—Quiet, super-cooling "king" of the conventional-window models. $\frac{3}{4}$, 1, $1\frac{1}{2}$, 2 HP capacities.



NEW 7 $\frac{1}{2}$ AMP—casement model—Chrysler's answer to both casement installation and wiring problems.



IMPERIAL—"thin" models that sacrifice *nothing* in capacity! Fit wall or window.

ENGINEERED BY CHRYSLER



Dayton 1, Ohio

DIAL SPRINGTIME
ANY TIME
with Chrysler's
AIRTEMP

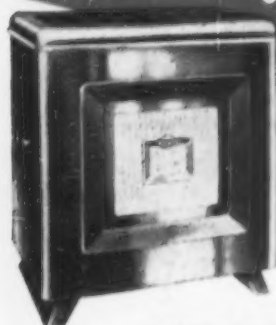


Rated cooling capacity and performance certified to be in accordance with provisions of Standard 110-56 of The Air Conditioning and Refrigeration Institute



Look to the '57 MONOGRAM FRANCHISE

For the Biggest Opportunity in the
Space Heater Business!



WHY?

• . . . because MONOGRAM's big line of heaters lets you meet the needs of every prospect in a space heater market. There are models for oil or gas in free-standing, wall, recess or floor installations. Heating capacities from 25,000 to 85,000 BTU's.

• . . . because MONOGRAM has more SOLID selling features! Styling! Oil units operate without soot, smoke or odor—a MONOGRAM EXCLUSIVE! Low cost heating! TOTAL AREA HEATING (comfort circulation that matches most expensive "central" heating systems)!

• . . . because MONOGRAM's big new advertising promotion is the most exciting campaign ever put on by a space heater manufacturer. Prospects will come to your store in droves . . . and they'll ask to see the MONOGRAM Heaters demonstrated! (If you're interested in the complete details of this exciting, sales building promotion just fill out the coupon below. No obligation!)

• . . . because the MONOGRAM Coop Advertising program helps you build sales . . . make better profits!

MONOGRAM
always means...
• EXTRA PROMOTION
• COMPLETE LINE
• AMERICA'S FINEST HEATERS

Quincy Stove Mfg. Co., Quincy, Ill.

I would like to know more about the MONOGRAM Franchise and the MONOGRAM Heaters. ☐ Please have your salesman call on me. ☐ Send literature.

Store Name.....

Address.....

Town.....State.....

Present Heater Line.....

Signed.....Title.....

13-8



MIXED TRUCKLOADS of appliances are now being processed from Admiral's "Appliance City" in Galesburg, Ill.

Centralized Economy

Admiral makes available mixed-car shipments in radios, TV, and hi-fi equipment, in addition to major appliances; offer extends to 500-mile radius

With the expansion of electronic production facilities at "Electronic City," Harvard, Ill., Admiral Corp. will be offering dealers within a 500-mile radius mixed-truck-loads of radios, TV and high-fidelity equipment. This factor is expected by Admiral to improve their position with small dealers.

The firm already offers mixed-car and truck shipments of major appliances from its "Appliance City" in Galesburg, Ill. Behind the move, of course, is the savings possible

and inherent in direct factory to dealer shipments.

Admiral distributors are at their own discretion, according to Admiral, in selling dealers on the direct-shipment basis. Out beyond the 500-mile radius, the mixed-truckload won't be possible, but the mixed car will still be attractive, Admiral thinks. The firm underlines the fact that dealers will be able to receive either loads of majors or of electronics, but not the two together in a single car.

SCHEDULED MEETINGS

MODERN LIVING EXPOSITION

Navy Pier, Chicago
March 23-31

EDISON ELECTRIC INSTITUTE

23rd Annual Sales Conference
Edgewater Beach Hotel
Chicago
April 1-4

4TH NATIONAL ELECTRICAL INDUSTRIES SHOW

71st Regiment Armory
New York, N. Y., April 8-11

AMERICAN HOME LAUNDRY MFRS. ASSN.

Annual Meeting
French Lick, Ind.
April 14-17

U. S. WORLD TRADE FAIR

New York Coliseum
New York City
April 14-27

AIR-CONDITIONING & REFRIGERATION INSTITUTE

Annual Meeting
The Homestead
Hot Springs, Va.
May 5-8

PACIFIC COAST ELECTRICAL ASSN., INC.

Annual Convention
Fairmont Hotel
San Francisco, Calif.
May 15-17

ELECTRONIC PARTS DISTRIBUTORS SHOW

Conrad Hilton Hotel
Chicago, May 20-23

NATIONAL ASSN. OF ELECTRICAL DISTRIBUTORS

49th Annual Convention
Sheraton-Park & Shoreham Hotels
Washington, May 26-29

Olympic **HI-FI** gets "lookers" to buy!

hi-fi phonograph + 12 tube AM/FM radio

- Balanced wide-range 3-speaker sound system (12" — 8" — 3 1/2") with cross-over network
- Push-pull 12 watt output
- 4 speed automatic record changer
- Separate bass, treble and loudness controls
- GE reluctance pickup, dual sapphire styli
- Fine-furniture finished wood cabinets, custom styled to complement any home decor, in MAHOGANY, OAK, EBONY, and the newest home-fashion favorite, genuine SABLE WALNUT

PRICED FOR FAST SALES, big profits.
Call your Olympic distributor today!



TOP PROFIT
money-maker of the month

OLYMPIC hi-fi TOPS THE FIELD for profitable sales action...because they're custom designed to meet style preferences in your area—premium quality built—and top value, top-profit priced! A complete selection line for every customer, in Sable Walnut, Cherry, Maple, Ebony, Mahogany and Oak cabinets. Also, OLYMPIC-OPTA imported hi-fi radio and radio-phonograph units. Olympic hi-fi gets "lookers" to buy! From \$99.95

As
advertised
and
pre-sold in

LIFE

• HOUSE BEAUTIFUL • ESQUIRE
• NEW YORKER • EBONY
• N. Y. TIMES MAGAZINE

for top profits, line up with

Olympic



AFFILIATE OF UNITRONICS CORPORATION

OLYMPIC

hifi

...your hi-profit
complete selection line



**HI-FI
CONSOLE**
Model No. 590A



**HI-FI
COMBINATION**
Model 592W



3-WAY HI-FI
RADIO-PHONOGRAPH - TAPE RECORDER
Model No. 584 M



IMPORTED HI-FI
OLYMPIC-OPTA
Model No. 5804W

World's leader in combinations • TV • Radio • Hi-Fi • Air Conditioners • Olympic Radio & Television Inc., 34-49 38th Avenue, Long Island City 1, N. Y.



Majestic Announces

HOME

Featuring

Revolutionary

2

SERIES

with Price and Features
to meet all demands

in **both**

THERMI-JET

Gas Models

VERTI-RAY

Electric Models

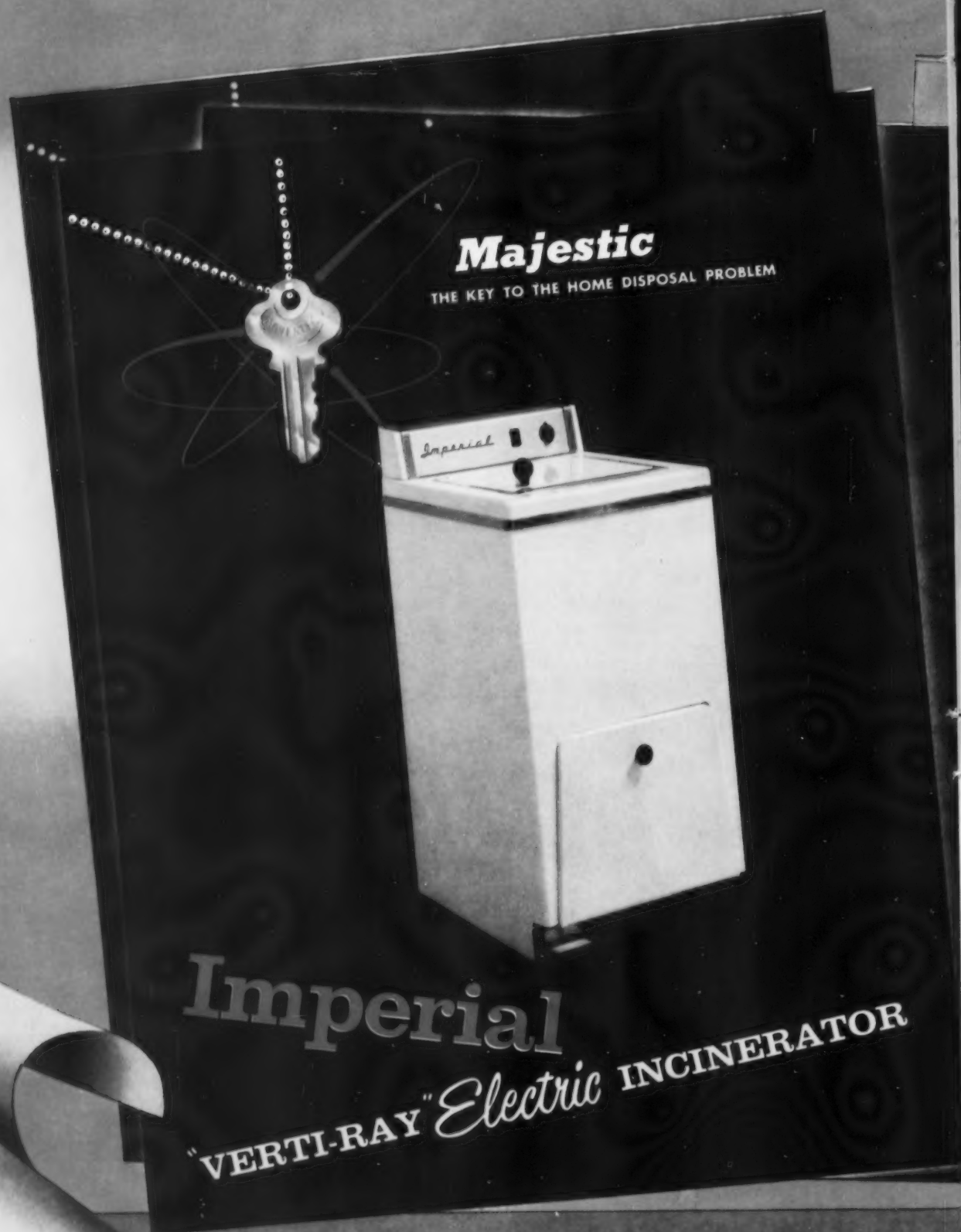
The most complete line of
home incinerators
on the MARKET!

30

Years of FIRSTS

in

INCINERATOR DESIGN



Sensational New Line Of

INCINERATORS

TURBO-SUSPENSION Design

Offering you these "Extra-Sell" features

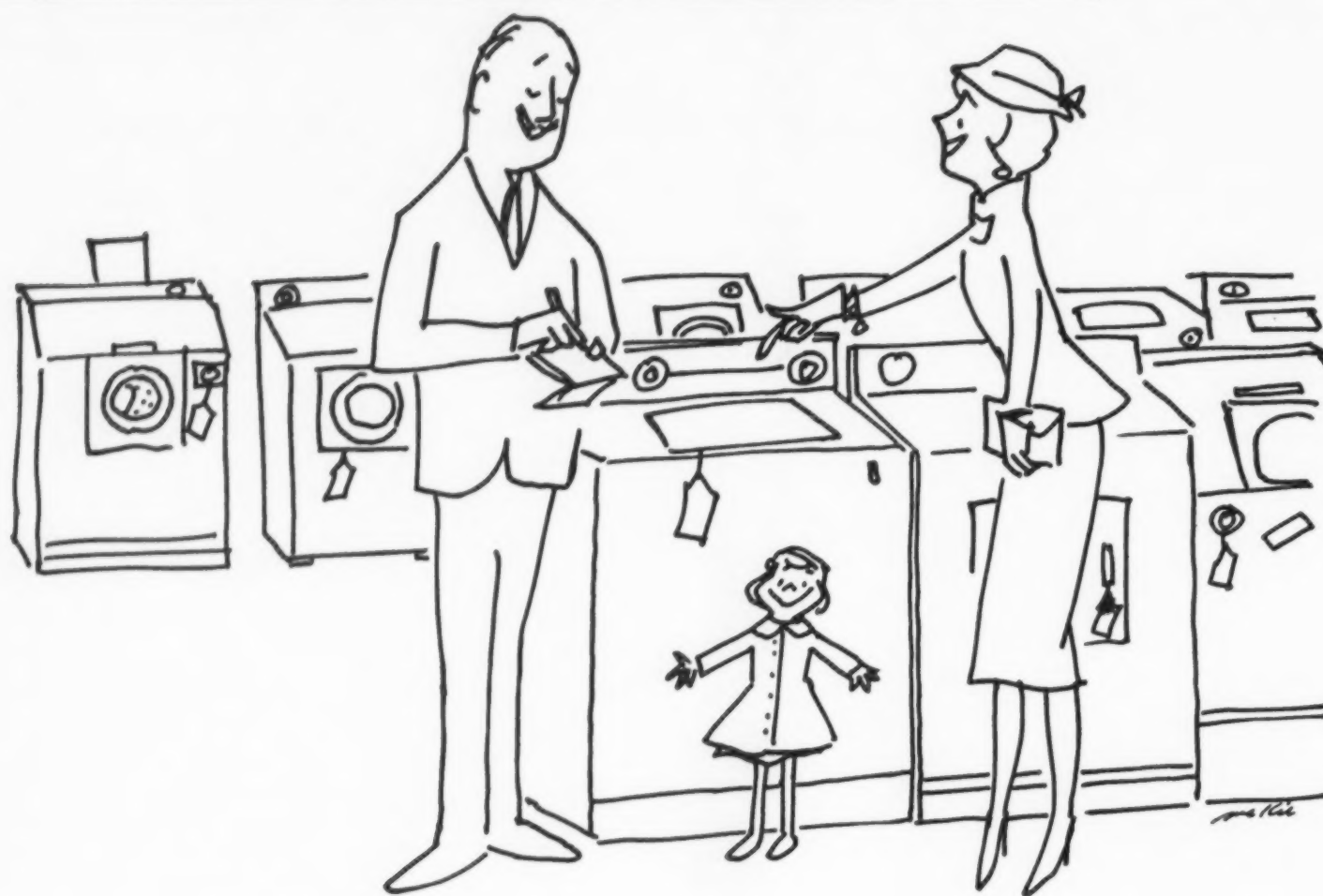
- Automatic timing for "no-watch, no-wait" incineration
- Exclusive air-pool "suspended incineration" design
- Super-heated Turbo-Chamber for complete combustion
- Highly efficient, positive operating gas Thermi-Jet
- Stainless steel, six-point "Sure-Fire" flame distributor
- Extra efficient, long-life Verti-Ray electric elements
- "Top-of-charge" patented down-draft air circulation
- "Cool-Touch" air and spun glass insulated casing
- Eye-catching, modern, smart home appliance styling

Write Today
for
Complete Details

The **Majestic** Co., Inc.
473-A Erie Street, Huntington, Indiana

Majestic
THE KEY TO THE HOME DISPOSAL PROBLEM

**DELUXE "Thermi-Jet"
Gas INCINERATOR**



What makes a woman accept or reject a brand?

Whenever you talk to a woman customer, every advertised brand calls up a "brand image."

This image is sharp or fuzzy, favorable or unfavorable, depending on the impressions she has received.



Women get many of their impressions about appliances when they are advertised and featured in *Ladies' Home Journal*. The Journal is the first place nearly half your women customers look for guidance in buying an appliance.

More women buy and read the Journal than any other magazine (to be specific, 5,600,000 women*). And women believe what they see in the Journal.

It's easier to sell a nationally advertised brand and especially one that's advertised in the world's largest women's magazine, *Ladies' Home Journal*.

*Publisher's estimate, Feb. 1957 issue

The world's largest magazine for women...

Ladies' Home **JOURNAL**

A CURTIS PUBLICATION

No. 1 in circulation ★ **No. 1** in newsstand sales ★ **No. 1** in advertising revenue



Crowds Were Good at the Housewares Show

(Opening day crush finds Navy Pier registration desks swamped)



But There Was Only a Handful of New Products

(Buyers gather for a demonstration of Sunbeam's hair dryer)



There Was, However, Plenty of Trade Talk

(Dud Woodman of Northern Electric makes his point with show visitors)

That's Why the Show Was

Good—But Not Gaudy

MORE▶

For Some the Product Was the Center of Attraction . . .



UNITS OPERATED OFF SINGLE CONTROL made the biggest impression on show visitors. In National Presto booth Marc Van Buskirk stands ready to provide answers on his firm's "control master." Eastern Metal, A. C. Gilbert, and Farber showed similar units.



AN ATTACHMENT for Kitchen Aid mixer holds attention of Good Housekeeping's Lee Chapman. Handling explanation are ad manager Don Mason, left, and chief engineer Russ Gelger.



THE FOOD SHARED the spotlight with the appliance as Casco showed versatility of its griddle unit. Presiding over display is U. Sykes Mozneck.



HAVING COVERED PITCH on firm's fan line, Arvin ad manager J. M. Jewell shows the radio line to a show visitor.



NON-ELECTRIC item holds attention of S. G. Fisher, left, of Landers, Frary & Clark and G. Oesterreicher, vice-president of M. Sells Corp., Portland, Ore.

... For Others, A Chance To Talk Shop was More Important

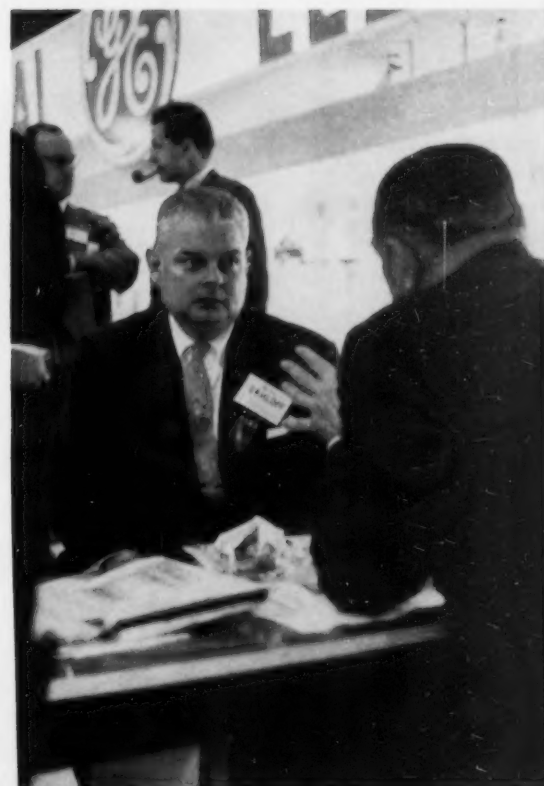


DISTRIBUTOR Sam Roskin, left, uses a sheaf of newspaper ads to make a point with Emanuel Sado of Marlun Mfg., E. S. Vickery of Roskin and Lou Stutz of Marlun.

TWO VETERANS exchange notes at Westinghouse booth. Ralph Sorenson, left, answers questions of **ELECTRICAL MERCHANDISING** Chicago editor Tom Blackburn.



QUICK ANSWER to question is provided by Chicago Electric's Stan Ford, right, as E. H. Barker of Silix, center, listens in.



PATIENT LISTENER is General Electric vice-president Willard Sahloff as he listens to a buyer's appraisal of the show.



QUIET CORNER of Dormeyer booth finds Marvin Allesee, center, explaining firm's line to a group of West Coast customers.



TOASTMASTER'S W. E. O'Brien takes time out for a visit with Edna Phillips of Forecast magazine.

MORE ▶

Fans Draw Crowds Despite Chicago's Near-zero Weather



FANS FORM BACKDROP at Cory-Fresh'nd-Aire space as vice-president Norm Schlegel waits for a luncheon appointment to materialize.



IN SIGNAL BOOTH, sales manager Paul Glenkey makes a point as vice-president W. H. Caley, left, and A. Neil Gustine, president of the parent King-Seeley Corp., listen carefully.



HEATERS AND FANS form backdrop for sales pitch being given enthusiastically by J. W. Kisling, president, Kisco Co.



BIG 22-inch portable window fan is demonstrated for Navy Pier visitor by R. D. Stump, right, general sales manager, Meier Electric & Machine.



SPECIFICATIONS for Vornado line are outlined by Fred Kath for M. Holland, Contemporary Arts Gallery, Evanston.

SALES PROMOTION LITERATURE is unpacked at Emerson Electric booth by Les Klautzer as John Wright, left, and E. K. Handlan look on.





TURN "PRICE SHOPPERS" INTO PROFITABLE CUSTOMERS WITH **FASCO** ECONOMY "SLIM LINE" FANS

Enter the shopper who just dropped in to get your price on a big window fan. Without wasting a second show him the new FASCO "SLIM LINE" 20" PORTABLE WINDOW FAN . . . Model 2025 . . . it's the value leader in fans today . . . offers quality superior to fans selling for \$20.00 to \$30.00 more. Point out the unusually compact, graceful "Slim Line" styling . . . span its depth with your thumb and index finger . . . Only 6½" . . . takes almost no space in your window. Point to the deep pitched blades, deep venturi . . . "WIND TUNNEL" construction FASCO calls it . . . It's a real powerhouse of cooling comfort. Now for

that touch of the dramatic . . . Flip the switch and let him feel it! Pause and let him ask the questions . . . Three speeds? Of course! And you have your choice of an electrically reversible or manually reversible model. Now for the clincher . . . permit your customer a tarrying glance at the low price tag . . . YOU'VE MADE THAT "SHOPPER" A CUSTOMER!

AND wait 'til he tells his family and friends about the terrific buy he got . . . YOU'LL RING UP MORE AND MORE PROFITABLE FASCO SALES!

AMERICA'S MOST COMPLETE FAN LINE



Get the complete story on the "extra profits" in the Fasco fan line. Return coupon today!

To: FASCO INDUSTRIES INC. 131 Augusta St., Rochester, N. Y.
Gentlemen: Please send new 1957 Fasco Catalog.

NAME _____
ADDRESS _____
CITY _____ ZONE _____ STATE _____
TYPE OF BUSINESS _____

FASCO Industries, Inc.

ROCHESTER 2, N. Y., U. S. A.

P.S. Fasco also has America's Finest Complete Line of Kitchen Ventilators and hoods.



...the superb built-in kitchen combination
that adds prestige and profit

***THE NEW MASTERPIECE BUILT-IN REFRIGERATOR-FREEZER**

Your prospects will appreciate the way the family-size refrigerator and freezer compartments are completely self-contained in one compact built-in unit. They will like the many exclusive Thermador features... and, the way this Masterpiece unit harmonizes with any kitchen decor.

***MASTERPIECE BUILT-IN ELECTRIC DOUBLE OVEN**

From the two large automatic ovens and 3-spit rotisserie, to the air-cooled doors and electric Teleminute Timer, your prospects will enthusiastically agree there's nothing finer.

***FAMOUS MASTERPIECE BUILT-IN COOKING TOP**

Only Thermador offers a choice of so many different cooking tops with exclusive features, including Vari-Speed controls, that practically take charge of the cooking.

**ATTRACTIVE NEW
DECORATOR COLORS**

Thermador Built-in Electric Ranges and Refrigerator-Freezers are now available in the following exciting decorator colors: Canyon Copper, Daffodil Yellow, Turquoise, Desert Pink, Sugar White and, of course, lifetime Stainless Steel.

Put this Thermador trio to work for you... MAIL COUPON TODAY

THERMADOR  "The Originator of the Built-in Range"

THERMADOR ELECTRICAL MANUFACTURING COMPANY

A Division of Norris-Thermador Corp. • 5119 District Blvd., Dept. EM3-57 Los Angeles 22, Calif.

Please send descriptive literature on

☐ Built-in Electric Range

☐ Built-in Refrigerator-Freezer

Please check classification:

☐ Builder

☐ Architect

☐ Wholesaler

☐ Dealer

Name _____

Address _____

City _____

Zone _____

State _____

Build with **THERMADOR**

PROMOTION

Electric Week Impact

Local, national publicity combine to focus public eye on National Electric Week; huge television and magazine push gives impetus

National Electric Week, staged this year February 10-16, has "come of age" as Merrill E. Skinner, chairman of the N. E. W. committee, predicted it would in his final advance progress report late in January.

Cooperation on the national and local levels was reported from all quarters.

About 50 national advertisers carried N. E. W. messages on their radio and television programs before and during the week. Network TV programs saluting N. E. W. included the Allis-Chalmers "Farm and Home Hour" the General Electric "Theatre" and Reynolds Aluminum "Circus Boy." Westinghouse's "Studio One," Sylvania's "Buccaneers," DuPont's "Cavalcade," the Kaiser "Aluminum Hour," and General Electric's "Cheyenne."

A double-page Westinghouse N. E. W. ad appeared in *Time* on February 11; an Allis-Chalmers N. E. W. ad was in the *Saturday Evening Post*; Live Better Electrically ads for N. E. W. were featured in *Fortune* and *Readers' Digest*.

Both Live Better Electrically and Housepower used the Week as a springboard for their 1957 campaigns. LBE distributed a special supplement to more than 10,000 daily and weekly newspapers and produced a complete dealer and utility kit around its *Readers' Digest* promotion.

Housepower. The Edison Electric Institute, National Adequate Wiring Bureau, and the National Electrical Contractors Assn. launched their 1957 Housepower advertising programs during the Week in ten of the nation's leading magazines.

Vigorous state and local observances were held from coast-to-coast. These included civic luncheons, speakers' bureaus for service clubs and schools, special newspaper sections, utility and manufacturing plant open houses, television and radio programs and spot announcements, use of the "Electricity in Your Home" quiz booklet among high school students, special dealer sales campaigns and distributor contests.

Demand for the N. E. W. Planning Guide and materials kit was heavy. Nearly a month in advance of the Week the committee's sup-



BETTY FURNESS was guide to the "world of the future" when Westinghouse saluted National Electric Week on "Studio One" February 11. During the four-minute presentation, Westinghouse projected a visit into the electronic world of tomorrow.

ply of 7500 was exhausted.

Chairman Skinner opened the Week in Washington at a trade conference and exposition luncheon under the sponsorship of the Electric Institute of Washington on February 12.

"The national rallying point in Canada was at an industry meeting in Toronto on February 13.

In Phoenix, the governor of Arizona addressed a dinner on February 11.

Feature of the Week in Cincinnati was an Electrical Progress Exposition sponsored by the Cincinnati Electrical Assn.

Some 300,000 high school students in the Greater Detroit area were given the "Electricity in Your Home" quiz and 200,000 more in St. Louis.

Elsewhere across the country, interest was great and participation widespread.

Companies that saluted N. E. W. in trade paper advertising, direct mail, and with postage meter slugs included Anaconda Wire & Cable, A. B. Chance, Cavalier, Crouse-Hinds, Bull Dog Electric, Emerson Electric (St. Louis), Metalcraft Products, Triangle Conduit & Cable, Waring Products, and Wiremold.

Westinghouse produced a special 15-minute N. E. W. television show on the development of the first atomic reactor and the future of this source of power for showing in 32 key plant cities and sales headquarters cities.

Hottest tie-in that ever pushed dehumidifier sales!

*Honeywell's Automatic Plug-In
Dehumidifier Control*

new low \$11⁹⁵ price



HERE'S the way to cinch more new dehumidifier sales and pick up plus profits from the hundreds of dehumidifier owners already in your community.

Show customers how easily they can have automatic "set-and-forget" protection against moisture damage—without the bother of manual operation.

Trips to turn their dehumidifier "on" and "off" are ended—

and so is continual guesswork eliminated by an automatic control.

This Honeywell control turns their dehumidifier "on" only when it's needed—when the humidity reaches the selected dial setting. And as soon as the humidity drops, "off" goes the dehumidifier, automatically.

Automatic operation saves money, too. Without needless operation there's less wear on the unit and less electricity used.

Get complete details on this easy
profit-maker. Call your Honeywell
jobber. Or mail coupon today—

MINNEAPOLIS-HONEYWELL

Dept. EM-3-51

Minneapolis 8, Minnesota

Please send me complete information about the Honeywell Automatic Plug-In Dehumidifier Control.

Name _____

Firm _____

Address _____

City _____ State _____

**MINNEAPOLIS
Honeywell**

112 offices across the nation



First in Controls

General ...

ONLY COMPLETE LINE
OF HOME SLICING MACHINES
IN THE WORLD!



ONLY General Offers

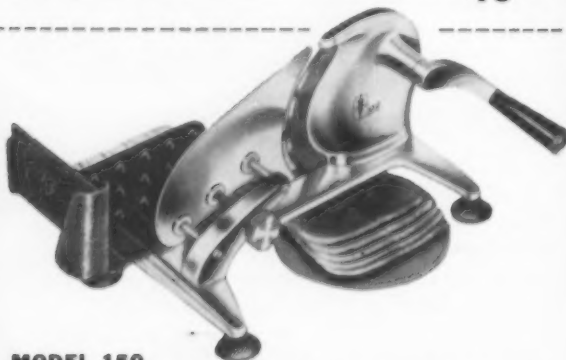
- ★ Hand-Operated Slicing!
- ★ Electric Slicing!
- ★ Smooth or serrated Stainless Knife!
- ★ New decorated slicers on Sparkling White Porcelain!



**GENERAL
'25'**
Electric Home
Slicing Machine

Slices cheese, meat (hot or cold), bread, vegetables, and other hard-to-slice foods. Gravity feed, scientific "right-hand" feed, suction cups, 6 1/4" Serrated Stainless Knife in Gleaming Lifetime Chrome

\$49⁹⁵



MODEL 150

Compact, economical, efficient slicer with 6 1/4" blade, gravity feed, pedestal legs stand securely on suction cups. In Gleaming Lifetime Chrome

\$19⁹⁵

YOU CAN HAVE A SLICING MACHINE CENTER
Become the center for slicing machines in your community with a complete line of General Slicers.

General

...backed by the greatest advertising campaign ever put behind home slicing machines.

From **\$12⁹⁵** to **\$49⁹⁵**

GENERAL SLICING MACHINE CO., Inc.

WALDEN SINCE 1931 NEW YORK

Laundry Fashion



IN STYLE with Norge promotion plans are the company's home service girls whose pre-spring Norge Dispenser Wheel millinery is getting the once over from home service director Jessie Cartwright, right. The fashion parade is all part of the company's Chicago distributor convention. The girls are, left to right: Gloria Perry, Bob Ann Taylor, Barbara Bloom, Edna Poyner, Edna Towery, Ann Glenn, Dorothy Glover, and Sandy Healy.

Training Salesmen . . .

. . . and sparking consumer interest are the objectives of Westinghouse's latest national sales promotion; four-prong store-level program slated

Westinghouse major appliance division has launched a \$2-million program called "Bing-Bong" aimed at the retail salesmen.

The five-month sales training program will produce cash and merchandise awards for more than 7000 retail salesmen.

Simultaneously, the company is conducting a three-month advertising barrage involving network TV, consumer magazines, Sunday supplements, and factory-placed key city advertising. In addition, the company is putting four retail promotions into the field to tie-in with the advertising.

Bing-Bong is designed to give retail salesmen chances to win cash and merchandise in three different ways:

1) Between March 18 and June 15, 7000 salesmen will be asked over the telephone to name the four main Bing-Bong selling points of a Westinghouse major appliance. Up to \$75 will be paid for correct answers.

2) Retail sales between February 18 and July 12 accrue points toward the salesman's choice of major appliances.

3) Retail salesmen accumulating 15,000 points are eligible to write 100-word letters telling "how

Bing-Bong's four points helped me make my toughest sale." Winners in each of seven sales regions will be awarded their choice of speed boats, sports cars, airplanes, etc.

To develop consumer interest, Westinghouse will support a heavy national advertising program.

The four retail sales promotions are:

1) The White Glove Carnival. This is a laundry equipment promotion based on the "sand test" television commercial used last fall.

2) The Bell Ringer. Customers are invited to open the Westinghouse Frost-Free refrigerator door. Every 60th door opening, the bell rings, signifying the start of a Frost-Free defrosting cycle, and the person opening the door wins a prize.

3) The Cake Bake. This is a full-scale continuing contest in a dealer's store with daily prizes and as many as 10 Westinghouse ranges as grand prizes.

4) The Open House. This is planned as an invitation event with major appliances as door prizes.

"Studio One" commercials will have key city newspaper tie-ins.

G R E A T N E W S F O R K I T C H E N D E A L E R S !

WESTINGHOUSE

Announces a brand-new

Coordinated SELLING CONCEPT

FEATURING...

Style-Matched, Color-Mated Built-in Appliances

A complete line of true built-ins, offering dealers the many advantages of one source of supply. Here's striking beauty and top quality . . . available in a wide selection of sizes and models for kitchens in modest cottages or mansions.

Flexible Merchandising Plans

Westinghouse Custom Kitchen dealers meet the consumer demand for originality and individuality of design. With the new Westinghouse concept they design, sell, and install complete kitchens and laundries—everything from floor to ceiling, centered on built-in appliances . . . and profit accordingly.

Strong Promotional Support

Four-color national magazine spreads, dramatic TV demonstrations, colorful store opening announcements, compelling direct mail, and promotional programs bring the customer to the Westinghouse Custom Kitchen dealer.

That's the story! Westinghouse has packed a powerful profit and selling program in its new COORDINATED SELLING CONCEPT for Kitchen Dealers. And it's backed with hard-hitting, interest-compelling promotions. Inside spread shows how the Westinghouse Custom Kitchen dealer's story is carried to his customers.

FOR MORE DETAILS SEE THE WESTINGHOUSE DISTRIBUTOR NEAR YOU, NOW!

YOU CAN BE SURE...IF IT'S Westinghouse

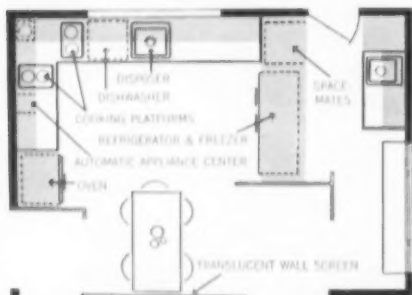
SEE INSIDE

Surround yourself with beauty...



Full information is available. A 4-color folder shows other detail views of the "Sea Island" design. A 12-page booklet on Ideas for Confection Color Kitchens by Melanie Kahane provides additional color combinations and accessory suggestions. There's factual information on the complete line of built-ins—a wide variety of models

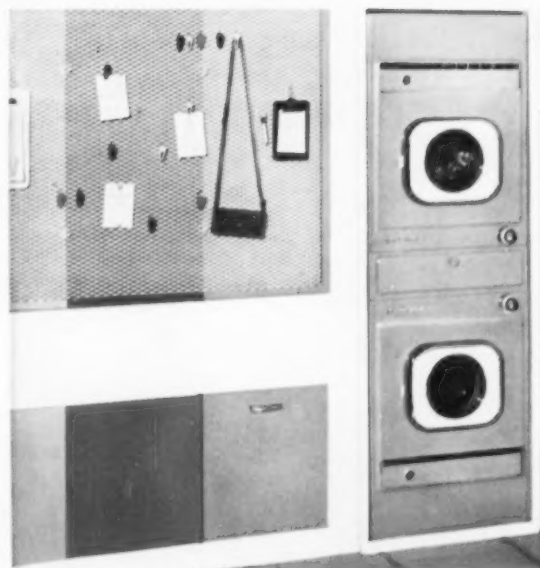
featuring famous Westinghouse quality. See your Westinghouse Custom Kitchen and Laundry Dealer, or write (please enclose 10¢ for postage and handling) Westinghouse Custom Kitchens Dept., Mansfield, Ohio.



FRESH . . . INVENTIVE . . . INSPIRING! From advanced built-ins to ingenious decorative ideas. Translucent wall screen separates kitchen from house. Suspended ceiling assures good, glareless illumination; Aqua Beauty Tone bulbs enhance relaxing colors. Dinette area is convenient yet doesn't intrude into work centers. Clothes hampers are usable from kitchen or laundry side.



Remember, a modern kitchen requires full "housepower".



AMAZING NEW SPACE-MATES take only 25" of floor space . . . also install side by side. Laundromat, below, washes better, rinses better, cleans itself! Direct Air Flow Dryer fluffs and freshens clothes. Wash an 8 lb. load . . . dry an 8 lb. load at once.

with Westinghouse built-ins!

Here's the newest Confection Color Kitchen, the "Sea Island", designed by Melanie Kahane

A completely captivating kitchen is yours when you start with Westinghouse built-ins. Such smart styling . . . what delightful colors! Whether you plan a setting of your own, or follow a Decorator Design like this, the quality of Westinghouse appliances make beauty a permanent part of your kitchen.

And how easy it is to do! Never before could you achieve this beautifully-styled coordination of decor and appliances unless you hired an expert at a fancy fee.

So start today. The appliances here, plus many more models in other Confection Colors, are all available. Your Westinghouse Custom Kitchen and Laundry Dealer will help you adapt this "Sea Island" kitchen to *your* home or plan an entirely new kitchen to your specific requirements. He'll handle the installation and arrange the financing. He'll show you all the latest ways to live better—electrically.

See TV's top dramatic show—STUDIO ONE—every week.



YOU CAN BE SURE... IF IT'S Westinghouse



WESTINGHOUSE BUILT-INS are *true* built-ins, so they permit complete freedom in locating work centers, and insure lasting beauty to any building or remodeling plans. These self-contained units are designed for easy, low-cost installation. They're style-matched, color-matched. There's a wide selection of sizes and models. That's the *important* reason Westinghouse Custom Kitchen Dealers can glamorize as well as modernize an entire room or just an alcove.



MIRACLE SEALED 24" OVEN bakes perfectly in any rack position. Surface platforms offer 1001 heats on all units. Automatic Appliance Center lets you use 5 portable appliances at once without blowing fuses . . . makes any appliance *fully* automatic.



WESTINGHOUSE DISHWASHER gets everything shining clean automatically! Exclusive Temperature Monitor guarantees 140° water for *sanitized* dishes. Holds service for 10. Food Waste Disposer shreds waste, even bones, washes down the drain. Micarta counter tops have beautiful, durable surface.



IN-THE-WALL REFRIGERATOR-FREEZER puts 12.6 cubic foot capacity at easy, reach-in height. Automatic cycle defrosting . . . means no messy refrigerator defrost water to empty or spill over. Store more foods more conveniently. Roll-out Freezer basket holds 119 pounds.



THIS CASH AND CHARGE National System posts charges and payments directly to account cards.



CROCKETT FURNITURE CO. maintains accurate up-to-the-minute credit records with its National System.



GEORGE CROCKETT, owner of Crockett Furniture Co.

**"Our *National* System saves us \$2,250 a year...
pays for itself every 11 months!"** —Crockett Furniture Co.,
Crisfield, Md.

"Carelessness in posting hand-written charge records to customer's accounts often resulted in losses which we estimate cost us over \$50 a month," writes George Crockett, store owner. "Our new National System eliminated these losses and completely modernized our bookkeeping operation."

"Our National expedites the handling of cash sales. Charge sales and payments on account are automatically posted at the instant the trans-

action occurs. Hand-written records are unnecessary. The store's account card and customer's receipt show all details of the transaction in a matter of seconds.

"By speeding service and eliminating errors, our National has strengthened our customer relations. And, with a weekly time-savings of 40 hours, it's easy to see how our National System saves us \$2,250 a year, and pays for itself every 11 months!"

A National System can increase

efficiency and reduce operating costs in *your* furniture store, too. For full details on how Nationals quickly pay for themselves and build new profits, call your nearby National representative today. He's listed in the yellow pages of your phone book.

THE NATIONAL CASH REGISTER COMPANY, Dayton 9, Ohio
989 OFFICES IN 94 COUNTRIES



8 MONTHS LATER: HOTPOINT TV DEALERS REPORT

Here are reports from four major dealers who were among the first of thousands to take on the Hotpoint TV line last summer



BLUEFIELD, W. VIRGINIA

Bluefield Furniture finds that with Hotpoint Hi-Vi TV we can make more money with less inventory, because there is a much faster turnover per model. Thanks to Hotpoint's powerful advertising and its prestige in the white goods field, we have found a ready acceptance for Hotpoint TV from the very start. It's "the short line with the long profit," as we like to say.

Pat McNulty
Appliance Manager
Bluefield Furniture Co.



SAN FRANCISCO, CALIFORNIA

Happy with Hotpoint Hi-Vi TV? You bet I am! Their policy of a short line, minimum investment and maximum turnover fits today's merchandising pattern perfectly. We find Hotpoint TV so efficient to handle, the profits are extraordinarily good. So no wonder I'm happy with the Hotpoint TV line!

Leon Bloomberg
House of Karlson



CLEVELAND, OHIO

We were one of the first to buy the new Hotpoint TV line. I placed my order at the Chicago Summer Market last June, when it first came out. We knew it was quality merchandise, its appearance was outstanding, Hotpoint's name is one of the best, and we saw the wisdom of the short line. This judgment has been well rewarded. Hotpoint TV has been one of my most successful TV lines all Fall!

Sam Demsey
Watkins Furniture Co.



NEW YORK, NEW YORK

We are a large volume dealer, so a mistake could be quite costly. On the other hand, a success is equally magnified. Hotpoint TV has been a big success for us. In the few short months since we bought the line, our Portable TV sales have doubled. It's the hottest portable line in the business, and without it our profit picture would certainly be different.

Benjamin Kaye
Liberty Music Shops

Hotpoint  **Hi-Vi TV**

Hotpoint Co. (A Division of General Electric Company), 5600 West Taylor Street, Chicago 44, Illinois



ON TELEVISION: Group of skeptics invited to witness second telecasts of Westinghouse's "sand test" commercial watch as one of their number removes a sand-free towel from the washer. Finishing touch was provided by Marine sergeant Wayne Brown, center, who ran white-gloved hand around inside of washer.



ON THE DEALER'S FLOOR: So successful was televised commercial that Westinghouse has packaged a "white glove" promotion built around the sand test. Here, home economist Grace Deibig stages a demo in Quackenbush's, Paterson, N. J. Similar promotions will be run by dealers throughout country beginning this month.

Big Time for Sand Test

An "accident" in an appliance dealer's home becomes the basis for a hard-hitting television commercial; now Westinghouse is packaging it for dealers

A mistake by an appliance dealer's sister-in-law and an impulsive gesture by a Marine sergeant.

Those are the unrelated ingredients which have combined to provide Westinghouse with what it thinks may be among the most successful appliance demonstrations ever conceived.

The demonstration is the now-famous "sand test." Lots of people think it all began on a Studio One commercial last September when Betty Furness loaded a Westinghouse Laundromat and three competing washers with sand and towels. That demonstration, according to the Gallup-Robinson Poll, drew an 88 percent recall response; highest previous rating for a Laundromat commercial was 38 percent. TV Age called it one of the "most impressive" commercials of the year.

Actually, the original sand test is the brainchild of a California housewife and it had seen considerable usage on dealers' sales-floors before it achieved some degree of fame on Studio One. Now the story has come full circle and Westinghouse is "packaging" a sand test for dealer use throughout the country this spring.

It might make a better story if everyone connected with the affair had instantly realized the value of the sand test. But from the very beginning there's been some misunderstanding.

"Don't Do That." Take the case of veteran Westinghouse dealer C. M. Roberts of San Diego. When he arrived at his cottage one day to find his sister-in-law loading a Laundromat with nine sand-filled bathing suits his initial reaction was to warn her "not to do that." She had a simple answer, though: she'd been doing just that all summer and the machine was none the worse for wear. Skeptical, Roberts watched her wash out the bathing suits, found there was no sand left in the clothing or the machine. He quickly returned to his store and tried the operation out in an agitator washer. The result: a sand-clogged washer which had to be torn down to be put back in operating shape.

Later that day, distributor salesman Burt Newby happened to visit Roberts' store and the subject came up in casual conversation. Newby hid his skepticism but once away from the store he bought a chenille rug and picked up a box full of sand. In two other stores he tried the experiment and soon discovered he had a convincing sales demonstration.

Westinghouse used the stunt in its own sales meetings for some time and then began to toy with the idea of packaging a promotion built around Roberts' experience. For some reason flax and onion seeds were substituted for sand. The flax seed swelled up and onion

seed gathered dust on dealer's shelves. "I think I've still got some of that seed around someplace," a Minnesota dealer remarked last month.

That's about where things stood until late September when the sand test was used as a commercial on Studio One. The demonstration was a hit with dealers but some viewers were skeptical and at least one competing manufacturer was more than a little disturbed that his washer, although draped for the demonstration, was readily identifiable.

To meet these objections Westinghouse scheduled a repeat performance on the November 10 telecast of Studio One. Skeptics who had written the company were invited to New York at company expense and invited to participate in the commercial.

(At the insistence of at least one competitor, a CBS vice-president was on hand to make sure that no slips occurred which would allow identification of the competing agitator machines.)

Things went pretty much according to script on that telecast except that Marine sergeant Wayne Brown stepped forward to run a white-gloved hand around the inside of the Laundromat after the demonstration. To Westinghouse this was the final touch. Brown was invited to a company sales convention and introduced plans for a White Glove Carnival which is one of four retail sales promotions being used by Westinghouse as part of its "Operation Bing Bong" (see story, page 220). Thus a demonstration born in an appliance dealer's home, polished by experts, and given a final flourish by a burly Marine sergeant is returning to the dealer's sales floor.

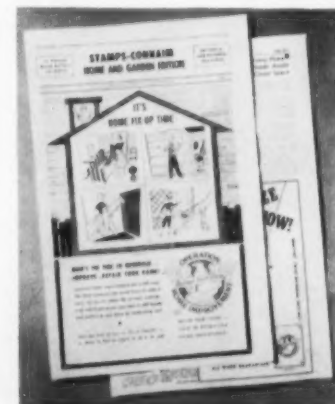
\$18-Billion Market

A 1957 expenditure of \$18 billion on home improvement is predicted for the nation by John R. Doscher, executive director for Operation Home Improvement.

Doscher told the Northeastern Retail Lumberman's convention in New York that this was the one bright spot in the residential building industry in the face of fewer housing starts and the tight mortgage money situation.

He said that half of the \$18 billion figure will be contractor-builder business; the other half will represent purchases for work to be done by homeowners and farmers themselves.

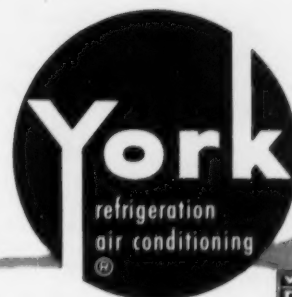
Doscher revealed plans for continuing the ambitious *ohi* campaign in 1957.



A 16-PAGE special section on Operation Home Improvement has been released to 1300 daily newspapers throughout the country by the Stamps-Connaiss-Whitehead organization. The section contains editorial and advertising material on all phases of home improvement.

YORK Storms Second Front

**— With a Strategic Battle Plan
for Capturing the New Expanding
Home Air Conditioning Market!**



2 Revolutionary Spark the Big

York

Snorkel

**ROOM AIR
CONDITIONER**

It barely peeks above the window sill!

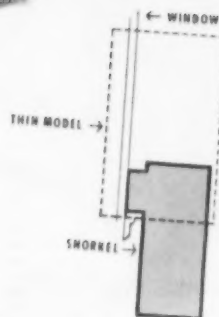
**FEATURES THE
SLIMMEST LINES OF ALL**
—Only 12 $\frac{3}{4}$ " Front to Back!

**Stands only 9 inches
high in the window —
DOESN'T BLOCK THE VIEW!**

The York Snorkel is the only air conditioner that appeals to *both* segments of the big, prosperous market for room air conditioners: (1) the thousands upon thousands who can't have air conditioning because of building restrictions; and (2) home owners who won't put up with unsightly overhang outside their home!

Not one Inch Juts Outside! Answers building restrictions on air conditioners because there's no overhang—no external braces or supports. Windows can be raised, lowered, locked, washed in the regular way. Fits any type of window, even casements.

Inside—The Slimmest Lines of All. Only 12 $\frac{3}{4}$ " deep from front to back! And, what an array of features: Mechanical Maid Filter, Automatic Thermostat Control. The Snorkel is even available in models equipped to replace radiators by hooking up to existing steam or hot water pipes. Available in $\frac{3}{4}$ and 1 H.P. units ($\frac{3}{4}$ H.P. unit available for 115 V current). Furniture styled. Choice of colors.



**Compare YORK Snorkel with all
other so called "thin" models!**

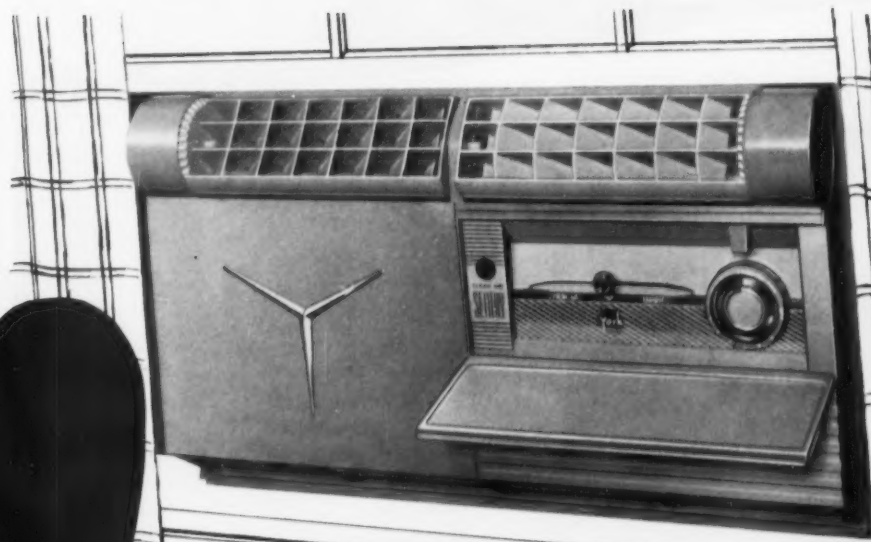
The York Snorkel is thinner—slimmer by as much as 3 $\frac{3}{4}$ " than the thinnest competitive room air conditioner made today. And, it takes only 9 inches of window space—so it doesn't shut out daylight—never blocks your view!

New Weapons YORK Drive!



**ROOM AIR
CONDITIONER**

with Clean Air Sentry



GIVES YOUR CUSTOMERS 3-WAY INSURANCE

- ...INSURES pure fresh air, always!**
- ...INSURES reduced operating costs!**
- ...INSURES full cooling power!**

Here's a room air conditioner with an exclusive you can point to, demonstrate, use as a sales closer. It's the York Air Conditioner with the Clean Air Sentry that automatically signals when the filter needs cleaning due to dirt, dust, grime build-up! That means you automatically cut down on the greatest source of profit-eating service calls—those endless filter changes!

—HOTTEST DEMONSTRATOR IN THE INDUSTRY!

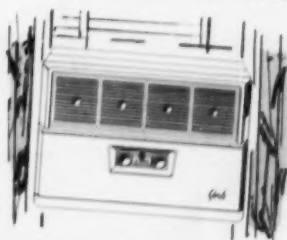
LOADED WITH SALES-CLINCHING EXCLUSIVES:

- **Clean Air Sentry** automatically signals when filter needs changing
- **Automatic Temperature Control** is precision engineered, prevents over-cooling
- **Mechanical Maid Filter** has a special adhesive coating that traps airborne pollen, bacteria, dust and soot
- **Dictat-Air Grille** directs cool, clean, dehumidified air exactly where you want it—without drafts!
- **Available** in 1/2, 3/4, 1 H.P. capacities for 220 or 115 volt current. Backed by 5 Year Protection Plan



It's an All-Out Barrage—with Plenty of Supporting Firepower!

In addition to the York Snorkel and Clean Air Sentry models, York Plus Capacity Air Conditioner with permanent Mechanical Maid Aluminum filters are available in 1 1/2 and 2 H.P. sizes. Ideal for use in homes, offices and even small businesses where cooling needs are larger than



normal. For medium-sized places of business, multiple installations provide economical and effective air conditioning.

Join the Attack!



**...ADVANCE WITH YORK FOR
EXTRA AIR CONDITIONING
SALES AND PROFITS IN
YOUR SECTOR!**

YOUR TARGET

... one of the biggest, fastest-growing markets in America today! It took refrigerators almost 15 years to hit the million-unit mark ... ten years later sales were 5 million a year. TV sets took 8 years to hit the million mark ... two years later the figure was over 5 million. Room Air Conditioners have already hit the "magic million". Now comes the historic mushroom growth ... the market is yours for the taking!

YOUR ALLIES

... Two of the most respected, most powerful names in industry stand squarely behind you. Since 1885, the York Corporation has been in the front lines of air conditioning and refrigeration—leading the way in research and development. And now, mighty Borg-Warner, a vital factor in scores of growth industries over the years, has added its prestige and power to that of York!

YOUR FIRE-POWER

... York pulls the pin on advertising and promotion this year by kicking off with explosive, multi-space ads in the Post, followed by insertions in Better Homes, House Beautiful, Sunday Supplements! At the point-of-sale York is providing dealers with big space newspaper advertising, hard-hitting ad mats, selling centers, demonstrators, TV and radio material, everything!

YOUR ZERO HOUR

is right now! There's no time to waste. Call your York Distributor and join the attack! Win extra sales and profits on the home front with York ... the quality name in air conditioning.



Your FUTURE and FORTUNE Now Lies With York!



York Corporation, York, Pa., Subsidiary of Borg-Warner Corporation

LIVE BETTER
...Electrically
ELECTRICAL ASSOCIATES INC.



SPONSORS and guests of honor stand at their places as 1200 gather in New York City's Sheraton-Astor Grand Ballroom for



Live Better Electrically's 53-City Closed-Circuit Telecast



JOHN DALY and supporting actress settle back to listen as Betty Furness gives her pitch on Westinghouse support for the LBE program.



M-C's John Daly and Gisele MacKenzie talk over LBE appliance promotions with Mr. and Mrs. Carl Hope of the Suburban Electric Co., Homewood, Ill.

SURROUNDED by television cameras, Ray Hudson of Delchester Utilities, Chester, Pa., right, gets into the act, and discusses Philadelphia Electrical Association promotion with John Daly and Gisele MacKenzie.



ADMIRAL (Ret.) William Sinton tells Gisele MacKenzie about time financing in cooperation with the LBE program. He is on the board of directors of the Florida National Bank, Pensacola.

MARK THESE **SONIC Capri** SELLING MONTHS ON YOUR CALENDARit's gift giving time and SONIC has the perfect gift line

APRIL

It's spring. It's Easter and here's the ideal gift for the entire family. Sell the SONIC Capri 550—twin speaker high fidelity, deluxe 4-speed WEBCOR automatic changer, trouble-free printed circuit chassis—all at the sales stimulating price of \$59.95.

What's more, a powerful national advertising program in **ESQUIRE**, **PLAYBOY**, **EBONY** AND all leading **COLLEGE NEWSPAPERS** will have your customers asking for the Capri 550.



MAY

Mother's day. A clock-radio helps mother to get a happier start with her daily house chores. The ideal gift for mom! Sell the SONIC model 5C1, a quality 5-tube superhet clock-radio in handsome two-tone decorator colors. Retail profitably at the eye-popping price of only \$24.95.



JUNE

Start the newlyweds or the new graduate off on a harmonious note. Sell the SONIC Capri 580, a magnificent high fidelity table model in a luxurious custom hardwood cabinet. Sell these high fidelity features: deluxe WEBCOR 4-speed changer with *magi-matic* automatic speed change; 3-speaker system, cross-over network; push-pull hi-fi amplifier; separate bass and treble controls. Sells like wildfire at only \$99.95 (mahogany), \$109.95 (limed oak). The Capri 480, a step-up model, has the same features as the 580, except that it uses a GARRARD 4-speed changer. A sales sensation at \$119.95 (mahogany), \$129.95 (limed oak).



For the big, big profits in phonographs all year 'round
SELL SONIC... America's Foremost Independent
Manufacturer of Phonographs.

Write for the name of your nearest distributor

SONIC INDUSTRIES, INC.

19 Wilbur Street Lynbrook, N. Y.

COLOR TV

The network schedules of color television for the month of March include the following programs:

MAR. 7, 1:30-2:30 EST, NBC—Club Matinee; 3-4 EST, NBC—NBC Matinee Theater; 8:30-9:30 EST, CBS—Climax; 10-11 EST, NBC—Lux Video Theatre.

MAR. 8, 1:30-2:30 EST, NBC—Club Matinee; 3-4 EST, NBC—NBC Matinee Theater; 3:30-4 EST, CBS—Bob Crosby Show; 7:30-7:45 EST, NBC—Xavier Cugat Show.

MAR. 9, 8-9 EST, NBC—Perry Como Show.

MAR. 10, 4-5 EST, NBC—Washington Square; 5:30-6 EST, CBS—Boing-Boing Show.

MAR. 11, 1:30-2:30 EST, NBC—Club Matinee; 8-8:30 EST, NBC—Adventures of Sir Lancelot; 9:30-10:30 EST, NBC—Robert Montgomery Presents.

MAR. 12, 1:30-2:30 EST, NBC—Club Matinee; 3-4 EST, NBC—NBC Matinee Theater; 9:30-10 EST, CBS—Red Skelton Show; 10:30-11 EST, NBC—Hold That Note.

MAR. 13, 1:30-2:30 EST, NBC—Club Matinee; 3-4 EST, NBC—NBC Matinee Theater; 7:30-7:45 EST, NBC—Xavier Cugat Show; 9-10 EST, NBC—Kraft Television Theatre.

MAR. 14, 1:30-2:30 EST, NBC—Club Matinee; 3-4 EST, NBC—NBC Matinee Theater; 8:30-9:30 EST, CBS—Shower of Stars; 10-11 EST, NBC—Lux Video Theatre, "One-Way Passage".

MAR. 15, 1:30-2:30 EST, NBC—Club Matinee; 3-4 EST, NBC—NBC Matinee Theater; 3:30-4 EST, CBS—Bob Crosby Show; 7:30-7:45 EST, NBC—Xavier Cugat Show.

MAR. 16, 8-9 EST, NBC—Perry Como Show; 9-10:30 EST, NBC—TV Emmy Awards.

MAR. 17, 5:30-6 EST, CBS—Boing-Boing Show; 7:30-9 EST, NBC—Hallmark Hall of Fame, "There Shall Be No Night"; 9-10 EST, NBC—Alcoa Hour.

MAR. 18, 1:30-2:30 EST, NBC—Club Matinee; 3-4 EST, NBC—NBC Matinee Theater; 8-8:30 EST, NBC—Adventures of Sir Lancelot; 9:30-10:30 EST, NBC—Robert Montgomery Presents.

MAR. 19, 1:30-2:30 EST, NBC—Club Matinee; 3-4 EST, NBC—NBC Matinee Theater; 9:30-10 EST, CBS—Red Skelton Show; 10:30-11 EST, NBC—Hold That Note.

MAR. 20, 1:30-2:30 EST, NBC—Club Matinee; 3-4 EST, NBC—NBC Matinee Theater; 7:30-7:45 EST, NBC—Xavier Cugat Show; 9-10 EST, NBC—Kraft Television Theatre; 10-11 EST, CBS—Hemo the Magnificent.

MAR. 21, 1:30-2:30 EST, NBC—Club Matinee; 3-4 EST, NBC—NBC Matinee Theater; 8:30-9:30 EST, CBS—Climax; 10-11 EST, NBC—Lux Video Theatre, "The Great Lie".

MAR. 22, 1:30-2:30 EST, NBC—Club Matinee; 3-4 EST, NBC—NBC Matinee Theater; 3:30-4 EST, CBS—Bob Crosby Show; 7:30-7:45 EST, NBC—Xavier Cugat Show; 9-10 EST, NBC—The Chevy Show.

MAR. 23, 8-9 EST, NBC—Perry Como Show.

MAR. 24, 5:30-6 EST, CBS—Boing-Boing Show; 9-10 EST, NBC—Goodyear Playhouse.

MAR. 25, 1:30-2:30 EST, NBC—Club Matinee; 3-4 EST, NBC—NBC Matinee Theater; 8-8:30 EST, NBC—Adventures of Sir Lancelot; 9:30-10:30 EST, NBC—Robert Montgomery Presents.

MAR. 26, 1:30-2:30 EST, NBC—Club Matinee; 3-4 EST, NBC—NBC Matinee Theater; 9:30-10 EST, CBS—Red Skelton Show; 10:30-11 EST, NBC—Hold That Note.

MAR. 27, 1:30-2:30 EST, NBC—Club Matinee; 3-4 EST, NBC—NBC Matinee Theater; 7:30-7:45 EST, NBC—Xavier Cugat Show; 9-10 EST, NBC—Kraft Television Theatre.

MAR. 28, 1:30-2:30 EST, NBC—Club Matinee; 3-4 EST, NBC—NBC Matinee Theater; 8:30-9:30 EST, CBS—Climax; 10-11 EST, NBC—Lux Video Theatre.

MAR. 29, 1:30-2:30 EST, NBC—Club Matinee; 3-4 EST, NBC—NBC Matinee Theater; 3:30-4 EST, CBS—Bob Crosby Show; 7:30-7:45 EST, NBC—Xavier Cugat Show.

MAR. 30, 8-9 EST, NBC—Perry Como Show.

MAR. 31, 8-9:30 EST, CBS—Cinderella; 9-10 EST, NBC—Alcoa Hour.

month after month...

15½ million* men and women "live by the book"
...and the book is Better Homes and Gardens

4,350,000 COPIES EACH MONTH



Half of the 5 million people who remodeled or added a kitchen during the past 2 years were "veteran readers" of Better Homes & Gardens. (That is, they read 1 or more of 12 issues of the magazine, and they're 10 years of age or older.) Since few 10-year-olds are doing remodeling these days, this means 2½ million adult kitchen planners—and they add up to a lot of BUYING ACTION! 15,500,000 average-issue readers go shopping every month in BH&G. It's America's giant show-window of ideas. BH&G is used as a *buying guide*, and the buying includes *appliances*. BH&G readers buy more because they have more. They're hungry for new ideas, eager for new products. Better Homes & Gardens is the compelling force behind this ACTION! Meredith Publishing Company, Des Moines 3, Iowa.

during the year...

1/3 of America
reads Better Homes & Gardens!

* A 12 Months' Study of BH&G Readers, Alfred Politz Research, Inc. 1956

Striking new beauty....

...DOUBLE-BARRELED BUY APPEAL FOR

The Glittering New 1957

EUREKA
GOLDEN CROWN

Super Roto-Matic

MODEL 960

HOSE SWIVELS! CLEAN ALL OVER
WITHOUT MOVING CLEANER

ONLY

\$69⁹⁵

Complete with New
Deluxe Cleaning Tools

NO LIFT! NO CARRY!
ROLLS ON 4 SWIVEL
BALL-BEARING
RUBBER WHEELS

NEW EASY-GLIDE RUG TOOL
WITH FLOATING BRUSH

New Power in Dazzling New Beauty AND MANY OTHER IMPROVEMENTS!

- New 1 H.P. Motor
- New Twin Exhaust
- New Super Suction
- New Easy-Open Top
- New Suction Adjuster
- New Easy-Glide Rug Tool
- New Quiet—No Vibration
- New Step-On Toe Switch
- New Double-Size Dust Bag
- New Vinyl Swivel Hose
- New 8-Pc. Set Deluxe Cleaning Tools

Put your
vacuum cleaner profits on the
GOLD STANDARD
with EUREKA in '57!

EUREKA WILLIAMS CORPORATION, BLOOMINGTON, ILLINOIS • In Canada: ONWARD MANUFACTURING CO., LTD., Kitchener, Ontario

sensational cleaning power

QUICK, EASY, SALES WITH MORE PROFIT!

LIFE and POST full page ads in 4 colors!

March 11th and 16th introduce the dazzling new Eureka's. Good Housekeeping, Ladies Home Journal, Macleans and others will carry similar Eureka ads in 4 colors.



Terrific!

New Eureka store and window displays in distinctive eye-catching gold and black...dynamic new sales and promotional pieces.



Pull-Packed!

New Eureka promotion newspaper ads with immediate sure-fire pull. Order ad mats and new Eureka's from your distributor and get your introductory promotion going quick!



New Beauty and Power that Sells on Sight!

Finished in soft pastel green, gorgeous cream and sparkling gold, these two dazzling new Eureka's are today's most beautiful cleaners—today's greatest cleaner values. Each is loaded with sizzling sales-floor features. Eureka's got what it takes to give you bigger sales and more profits in '57.

Contact the Eureka Distributor for your territory at once!



The Sparkling New 1957

EUREKA

Super Automatic

MODEL 260

2-SPEED
MOTOR
SWITCH

THROW-AWAY
PAPER
DUST BAG

BRILLIANT HEADLIGHT

ONLY 6" HIGH
GOES UNDER LOW
FURNITURE

ONLY
\$89⁹⁵

Set of Deluxe Tools
In "Mandy-Pak" Kit
\$19⁹⁵

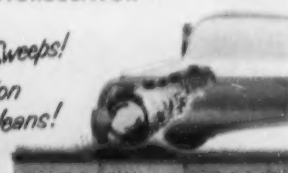


Beats, Sweeps and Suction Cleans ALL IN ONE SINGLE AUTOMATIC OPERATION

Specially designed for fast, easy cleaning of large rugs and wall-to-wall carpet. Much preferred by older persons. You merely guide this marvelous cleaner while its automatic action does the cleaning. So easy!

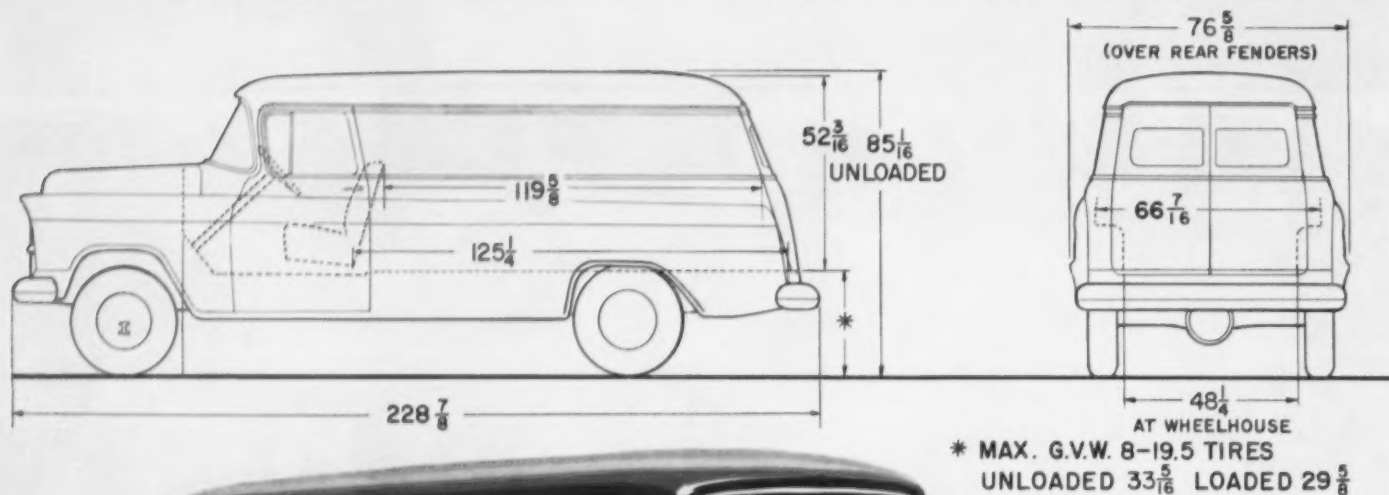
EQUIPPED WITH MOTOR-DRIVEN NYLON
DIRT "DISTURBULATOR"

*Beats!
Sweeps!
and Suction
Cleans!*



Pick a practical Panel!

Check the width and length of a 1957 Chevy Panel for evidence of practical work-saving design. The cargo area of the new 1-ton Panel is 119 $\frac{5}{8}$ " long, 66 $\frac{7}{16}$ " wide—the biggest, roomiest panel body size you can get!



This big built-for-work body makes CHEVY the first choice in panels!

These best selling '57 Chevrolet Panels are practical trucks in every respect. They offer modern power to keep your costs down low, modern looks to keep your prestige up high... and all these modern body advantages to help you make light work of tough jobs!

These new Chevis are the most practical and profitable Panels going! For example, they enable you to load more easily and quickly, thanks to low loading height, pushbutton door latches and dual position rear door checks (for 90- and 180-degree angles). They protect your cargo better, too, with a weathertight body, insulated double-walled steel doors and one-piece durable 5-ply wood floor, grooved with load-whisking skid strips.

These practical, profitable features and many more — such as drip moldings around the door openings, heat-and-sound insulation in the roof, and rigid steel-channel door frames and roof bows — are now available in a wide choice of $\frac{1}{2}$ -ton and 1-ton models. See your Chevrolet dealer for a stylish built-for-work panel that suits your job to a "T". ... Chevrolet Division of General Motors, Detroit 2, Michigan.

'57 CHEVROLET TASK·FORCE TRUCKS

PROVED ON THE ALCAN HIGHWAY...CHAMPS OF EVERY WEIGHT CLASS!



Dealers are the whole show—faculty and student body—as



NARDA Turns a Convention into a Schoolroom

TEACHING

W. E. Grumiaux, ad manager for Price's in Norfolk, Va., uses visual aids as he lectures NARDA convention on "Advertising That Works."

LEARNING

Notebooks spread open in front of them, a group of NARDA conferees listen carefully as convention speaker makes a point.



ASKING QUESTIONS

Muskegon, Mich. dealers Mel Giesbach and Ken Stults, right, wait after "class" at NARDA convention to get an answer from speaker.



NARDA's annual conventions in Chicago during the January Markets have always had something of a schoolroom atmosphere about them.

This year's session was no exception. Dealers got up early in the morning to attend meetings beginning at 7:30 am, and they sat through hour after hour of lectures with only scattered breaks.

But this year—in contrast to earlier conventions—dealers themselves did most of the "teaching". There were only a handful of manufacturers or outside speakers on the program and several of them were used as luncheon speakers. For most of the regular sessions retailers themselves took over the podium.

The convention's opening day pretty well set the pace. In the morning five dealers formed the panel for a symposium on "How Can Small Independent Dealers Survive and

MORE▶

THE NARDA CONVENTION: For Dealers, a

Compete in Today's Market." That afternoon dealers did all the talking as they considered "What It Takes to be a Retail Executive" and "How Can We and Our Personnel Be Improved."

The Factories Speak. Best publicized sessions were those dealing with central service and builder sales. For these meetings NARDA called in manufacturers to explain and defend their positions.

General Electric's C. W. Theleen, for example, took a short leave from one of his firm's own management courses to appear on the NARDA program and explain G-E's policies on these two problems. There was a feeling that perhaps the builder sales problem had been resolved somewhat in favor of the dealer. (Shortly before or just after the NARDA sessions G-E, Westinghouse and Whirlpool-Seegeer announced tighter builder sales policies). On central service, however, Theleen ran into a suspicious audience, many of whom still were not satisfied after his explanations.

Theleen maintained that G-E was not trying "by any stretch of the imagination" to take over the entire service function. He called service a distributor's responsibility but noted that surveys and studies and "years of practical experience" have indicated to G-E that the most efficient way for a distributor to discharge his responsibilities in cities of 100,000 or over is through "his own well-manned, well-equipped metropolitan service organization." As far as G-E's controversial consumer ads on service, Theleen maintained that "every ad implied that wherever you live there is a qualified serviceman to help you with your G-E products" and that this service is available through dealers and other independents as well as from distributors.

The group's interest in factory service was reflected in the scheduling of a second session (a panel discussion) on "Independent vs. Factory Service". Included as panelists were Westinghouse's W. B. Creech and Dan Creato of RCA Service Co.

Other manufacturers on the program included Philco executive vice-president John Otter (on consumer credit), Easy's Parker Ericksen and Whirlpool-Seegeer's Elisha Gray III (on the respective merits of the single line and full line manufacturing operation) and L. C. Truesdell of Zenith (on selling up).

Otter's speech was highlighted by warning that dealers who sell on recourse paper must make volume "secondary and your own security of primary importance." He urged dealers to organize a campaign to make non-recourse paper more widely available and promised Philco's help in any such effort.

Full Line Battle. Ericksen and Gray appeared "back to back" on the final day's program and, quite naturally, came up with sharply differing appraisals of full-line merchandising.

Ericksen outlined the benefits of "independence" and concluded that independent manufacturers will survive as long as their products hold dealer and consumer confidence. In outlining why Whirlpool-Seegeer had gone full line, Gray contended that in today's market success will favor the big producer of a broad line. He added that had not Whirlpool abandoned its course as an independent the firm would ultimately have been hurt by falling volume and rising costs. He said that the appliance industry's biggest need today is for stability and he saw in the broadened line a move in that direction.

Truesdell warned that today's emphasis on price had led some manufacturers to plan lines based on price appeal alone and he warned that some of the price concessions were coming out of the dealer's margin. This was possible, he said, because manufacturers thought they were asking the retailer to contribute less service in the movement of merchandise from factory to consumer. He urged dealers to ask their manufacturers to keep production in line with demand and to show manufacturers that there was a selling job which the retailer could and should perform.

How to Survive. A panel on small dealer survival centered largely on specialization. Some panelists called for specialization within product lines, others for specialization in the number of lines to be handled.

Medford, Ore., dealer Dick Finch offered three rules for survival: (1) don't mimic the low-margin, high-volume operator; (2) adapt your operation to your market; and (3) rely on creative selling instead of volume operation. Using his own firm as an example Finch pointed out that he has done the following things: (1) handles one line exclusively; (2) uses a one-price policy; (3) pays considerable attention to developing a personnel program; (4) emphasizes growth appliances; (5) avoids packed prices on trades, has adopted a "realistic trade-in policy; and (6) meets "tight money" problems by managing inventories better and by tightening up his own credit policies.

A different pattern of survival was offered another session by Minneapolis retailer George Johnston. He called attention to five major changes in the industry today: (1) a changed attitude toward maintaining list price; (2) many appliances have become staples and the need for creative selling has diminished; (3) name brands are increasingly important; (4) products have become relatively trouble free; and (5) installment buying has become socially acceptable. To capitalize on these changes Johnston recommended: (1) "jack up" your carrying charge and cut yourselves in on the profits of this "grave train"; (2) as price and "deal" become more important control of expenses becomes more vital. Johnston's has hired a controller with adequate authority to control expenses; and (3) service should be de-emphasized.



NEW APPROACH TO market was outlined by George Johnston, who uses newspaper ads to indicate new emphasis on "blitz" promotions.



CONCENTRATING ON NOTE-TAKING, Lawrence Rahn of Rahn's Appliances, Brookfield, Ill., was among 400 dealers and guests who attended.

MORE▶

Short Course in Survival



WARMING UP HIS AUDIENCE, dealer Frank Low of Rocky Mount, N. C., uses "beanie" given him at NARDA school last summer to draw a laugh.



QUESTION ON SERVICE is posed for General Electric's C. W. Theelen by C. L. Culver, center, of Culver Appliance Co., Fond du Lac, Wisc.



NEWLY ELECTED president Ken Stucky pauses for a huddled conversation with NARDA'S Al Bernsohn, Stucky succeeds Don Gabbert, Minneapolis retailer.



SENSITIVE SUBJECT was factory servicing. Although single stenotypist recorded all other sessions, two extras were hustled down front to cover panel discussion on service. At microphone is Dan Creato of RCA Service.



BRIGHT FORECASTS on future of color television were offered NARDA convention-goers by chairman of the board Mort Farr who departed from his scheduled text to deliver fiery pep talk on color TV.

Giant ... in the little 40 Gallon package

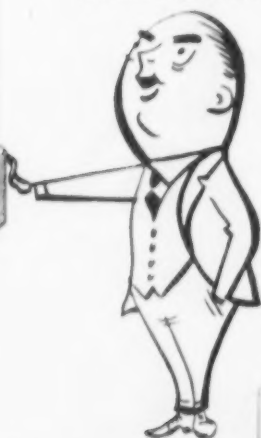
Electric utilities everywhere are giving the word . . . "okay on higher wattage water heaters!" Now the TOASTMASTER Quick-Heat Automatic Electric Water Heaters are available for your sales floor . . . a real giant in a little package offering, from a 40-gallon unit, hot water volume previously attainable only with much larger sizes!

BIG DEPENDABILITY . . . Life-Belt Elements, of course, 4500 watts upper and lower, interlocked, yet the wide-area heating principle applies. Years of service, no lime, no scale in the tank!

BIG PERFORMANCE . . . High wattage means recovery equivalent to that provided by any other fuel with all the safety, convenience and economy of electricity. Smaller size, much lower initial cost, but far greater delivery capacity!

BIG, BIG POTENTIAL . . . in your trading area, if higher wattage water heating has utility approval. Get in on the ground floor, with the TOASTMASTER features that spell profit . . .

- Faster recovery . . . Life-Belt Elements with stepped-up efficiency!
- No lime, no scale inside the tank. Wide area heating, uniform operating costs!
- Either round or tabletop styling. Sell the models most popular in your area!
- EITHER Galvanized or Ionodoglas lined tanks!
- Fiberglass insulated . . . the most effective material known for water heater insulation!



McGRAW-EDISON CO.
Clark Division
5201 W. 65th St., Chicago 38, Ill.

**McGRAW
EDISON**

"Toaster", "Ionodic", "Life-Belt" and "Ionodoglas" are trademarks of McGraw-Edison Co., Chicago, makers of "Toaster" Water Heaters, "Toaster" toasters and other "Toaster" and "Tropic-Aire" products. Copyright, 1957, by McGraw-Edison Co., Chicago

TOASTMASTER

Quick Heat Automatic Electric Water Heaters

Seattle dealer Tom Carmichael argued that a single line dealer has four advantages: (1) higher margins; (2) lower cost of doing business; (3) more effective advertising; and (4) a higher rate of production per employee.

Arguing for specialization within a product field were Bristol, Conn., kitchen dealer Francis Murphy and George Pazik of Milwaukee. Pazik's advice: seek out the field of specialization that appeals to you and you can be the "big" man in that field.

New Officers. Ken Stucky of Stucky Bros., Fort Wayne, Ind., was named president of NARDA for 1957. Other officers are: Mort Farr, Upper Darby, Pa., re-elected chairman of the board; H. B. Price, Norfolk, Va., elected to the newly-created post of chairman of the executive committee; and vice presidents Tom Carmichael, Seattle, Wash.; Steve Feinstein, Boston, Mass.; and Joseph Fleischaker, Louisville, Ky. Carmichael and Fleischaker were re-elected.

John K. Mooney, Marion, Ind., will continue as NARDA's secretary. Victor J. Joerndt, Kenosha, Wisc., continues as treasurer.

A. W. Bernsohn, formerly managing director of the association, will now act as executive vice president.

Shooting For Stars

Hotpoint Co.'s "Win a Movie Star" contest has had a good response from dealers. More than 200 retailers participated in the first 15 days of the 60-day television promotion, according to television merchandising manager John E. Clarke.

In order to participate, Hotpoint dealers had to decorate their windows with a minimum of four TV sets. They then submitted photographs of the windows to contest headquarters in Bellwood, Ill.

The 15 winners will have Hollywood stars like Mickey Rooney and Eva Gabor visit their stores for one-day appearances to help promote Hotpoint TV. The contest closed February 28.

P-R Tome

Motorola, Inc.'s, director of public relations, Allen H. Center, has turned author. Center's new book is entitled *Public Relations Ideas in Action: 500 Tested Public Relations Programs and Techniques*, (McGraw-Hill Co., \$5).

In five sections, the book presents some 50 successful projects.

Center is on the public relations committee, Council of Profit Sharing Industries and is a member of the public relations committee of the Radio-Electronics-Television Mfrs. Assn.

Quick easy way

to make pipe connections

FOR WASHERS, DRIERS,
REFRIGERATORS,
AND OTHERS

Model CT—with flared joint
for copper tubing

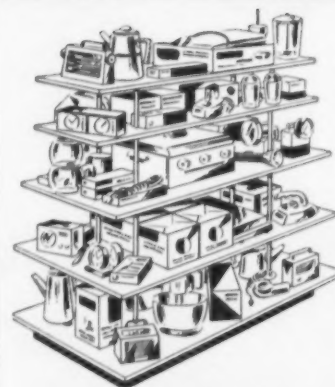


Model ST—
for pipe connections

SKINNER-SEAL SADDLE TEE—for making pipe connections. No pipe cutting or threading. Only one bolt to tighten. Quick, easy. Cuts cost. For installing washers, driers, gas refrigerators, heaters, etc. Write for circular.

Approved by Underwriters' Laboratories, Inc.

M. B. SKINNER CO.
SOUTH BEND 21, INDIANA



**NOW! NEW LOW PRICE on
FLEXO-SPACE Self-Service Island**

ANNOUNCING our new low prices on FLEXO-SPACE Self-Service Islands. Here is your opportunity to follow the trend of thousands of aggressive merchants and modernize your store with FLEXO-SPACE at a savings of 50% over competitive Islands. FLEXO-SPACE gives you Self-Service, Mass Display and 300% more Selling Space than one flat-type counter. Yes, in only 12½ Sq. Ft. of floor area you get 50 Sq. Ft. of selling space. Raise or lower the shelves every 2" within 15 adjustments. FLEXO-SPACE is a complete Island! Your customers shop on 4 sides from 5 large Self-Service shelves. FLEXO-SPACE has been "Tested and Proved" by thousands of retail merchants. New amazingly low prices on FLEXO-SPACE at almost 50% less than you expect to pay. Write for FREE catalog on FLEXO-SPACE and other Self-Service fixtures. Do it now—Today!

Mfgs. Write for special extra low prices.

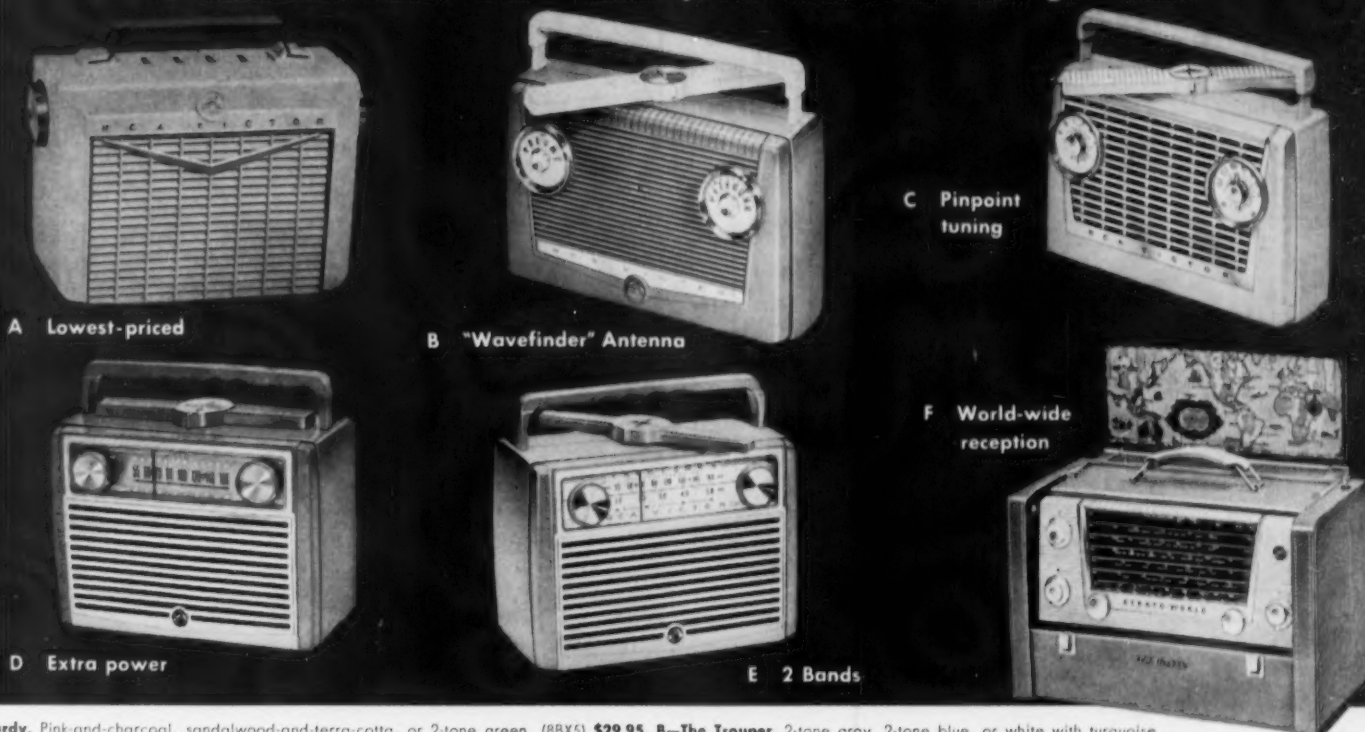
ADD SALES CO.

802 York St.

Manitowac, Wis.

PORTABLES

Features sell 'em—and you rake in the profits!

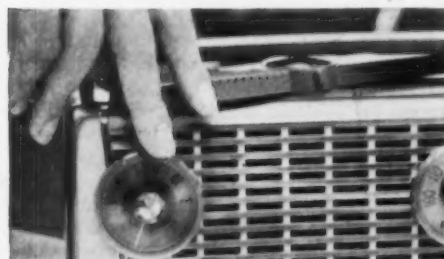


A—The Hardy. Pink-and-charcoal, sandalwood-and-terra-cotta, or 2-tone green. (8BX5) \$29.95. **B—The Trouper.** 2-tone gray, 2-tone blue, or white with turquoise. (8BX6) \$34.95. **C—The Gentry.** Aqua, pink or gray. (8BX7) \$39.95. **D—The New "Globe Trotter."** Gray or aqua. (7BX8) \$49.95. **E—The New Yachtsman.** Standard & marine bands. Surf green. (7BX9) \$69.95. **F—The Strato-World II.** 7 bands. One built-in antenna, one telescoping antenna, plus one "Signal finder" antenna for difficult reception areas. Tan leather case. (7BX10) \$139.95.

Heaviest portable sales in RCA Victor history prove these features can help you to bigger profits!



NON-BREAKABLE "IMPAC" CASE can really take punishment. In fact, it's guaranteed in writing not to dent, chip or split for a full five years of normal use.



"WAVEFINDER" ANTENNA rotates to bring in best reception. Now the speaker can always face the listener. Instead of turning the set, just flip the "Wavefinder."

SALES DYNAMITE These portables are loaded with it! From top to bottom—great selling features! There's the fabulous "IMPAC" case that takes a shellacking and roars back for more. There's the rotating "Wavefinder" antenna that lets you pick up the best signal without picking up the set. There's famous "Golden Throat" tone that would put many consoles to shame. These are some of the reasons why RCA Victor portables sell at a hot-cake pace—and why they can help you to a big chunk of profits right now!



3-WAY OPERATION—BEAUTIFUL STYLING. They play anywhere—on batteries, AC or DC. They look great anywhere—with their modern styling and smart colors.



"GOLDEN THROAT" TONE gives RCA Victor portables their amazingly rich, full sound. It's the result of an exacting balance of speaker, amplifier and cabinet.



THE INDUSTRY'S BIGGEST AD PROGRAM backs you! Ads in Readers Digest, Life and Seventeen. Plus commercials on 3 of the "top 10" TV network and radio shows.

SELL 'EM UP—SELL 'EM OUT—ORDER THESE PORTABLES FROM YOUR RCA VICTOR DISTRIBUTOR NOW!



Suggested nationally advertised list prices shown, subject to change. Slightly higher far West and South. All prices less batteries. Suggest RCA batteries—they're radio-engineered for extra listening hours.

Here's Your "Special" For MOTHER'S DAY Promotion!



Feature EMPIRE Automatic Electric Coffee Makers for Mother's Day gifts—for the most delicious coffee! Here are two popularly priced "EMPIRE" models with "sure-fire" sales appeal . . .

Convenient 8-Cup "THRIFT-O-MATIC"

- AUTOMATIC all the way! And beautifully styled in gleaming aluminum.
- "SIGNALITE" glows red when coffee is ready—stays on to show it's serving hot!
- "Cold-Water" Pump for finer flavored coffee . . . no boiling!

No. 1952

\$9 95

Retail
with cord

For Smaller Needs—The 5-Cup "THRIFT-O-MATIC"

Designed to make small quantities of full-flavored coffee—economically. All the automatic performance features of the larger 8-cup model.

No. 1951

\$9 25

Retail
with cord

"COFFEE-QUICKIE" 2-Cup Percolator

Makes a "cup for two—or two for you". Speedy—thrifty—great for traveling.

No. 63

\$4.50

No. 72
Fully Automatic

\$7.50

Prices slightly
higher in West



Originators of Emerson Elements and Double Wall Pumps that "Perc" in Seconds . . . no boiling . . . make the Finest Coffee!



Call Your
Jobber

The METAL WARE Corporation
TWO RIVERS, WIS.



MOTOROLA SPRINGTIME PROMOTION will feature baseballer Bobby Feller as the star. Vice president S. R. Herkes, left, presides at signing of Feller.

Football, Baseball and TV

Using Otto Graham to sell merchandise paid off so well for Motorola last fall that the company has now signed up Bob Feller for a spring-time campaign

Motorola hasn't given up television in favor of football and baseball.

It's true that the firm laid out \$100,000 for arranging and promoting personal appearances of footballer Otto Graham last fall. It's also true that baseballer Bob Feller will highlight the firm's spring-time promotional activities.

The time and money spent on these activities, however, is well spent, company officials think. Here's the way S. R. Herkes, vice-president for consumer products marketing, evaluates the Graham promotion:

Cross-Country Promotion. Graham made 147 appearances in dealer stores during several whirlwind tours last fall.

During the period of this promotion, Motorola dealers passed out 1.5 million "Pro Football Digests" and used between 5000 and 6000 special window displays. Graham was interviewed on 70 radio programs and appeared on about 40 television shows, including the Red Barber sports show and Steve Allen's "Tonight." The company estimates that there were at least 51 million impressions of Graham-Motorola TV-football in the news

columns across the nation during the promotion. Among other details, Motorola dealers sold 100,000 footballs.

Motorola's objective was, of course, more sales. But, the firm points out, that's a long-range goal. For the promotion, they wanted news space, good positions in dealer stores, direct exposure of product to consumer and identification of Motorola with their dealers in communities all over the country. As the results show, they got it. To quote Motorola's director of advertising and sales promotion, Harold J. McCormick, "When a promotion can grab more than 5,000 dealer windows during the heaviest part of the fall selling season, it has to be called a success."

On the Retail Level. Motorola worked through their distributors on the Graham promotion and decisions on retail store appearances were up to them. The distributors also handled the ad programs and general drumbeating that went on prior to Graham's arrival.

Accordingly, the promotions had more or less success in individual areas, depending on who the distributors had to work with and how much steam they put into it. In

First came the Sheer Look—



Now FRIGIDAIRE leads again

Selling its 4 glamorous colors at no extra charge!

It's only natural to expect the really big news to come first from Frigidaire.

You saw it in the Sheer Look—when Frigidaire leadership broke the "design barrier"—when Frigidaire stylists introduced the most exciting "reason-to-buy" style news in years of appliance design.

NOW—Frigidaire again points the way to increased sales. FRIGIDAIRE BREAKS THE PRICE BARRIER on color appliances!

Frigidaire Appliances offered in color—Refrigerators, Ranges, Washers, Dryers, Dishwashers—are now made available in all 4 glamorous Frigidaire colors at *no extra charge*.

Included is dramatic Charcoal Gray—the smart new color news of '57—the one color that—like white—mixes with, matches and enhances any other color and *stays in style always*.

The move to color has never been clearer—never more insistent. Survey after survey proves it—women *want* color in ever-increasing numbers—and color is the big key to replacement sales.

Here's the answer to that call. A precedent-shattering announcement that brings color within the reach of every housewife—that points the way to volume color sales for Frigidaire dealers.

Be first with **FRIGIDAIRE**



Frigidaire Division of General Motors

Refrigerators • Electric Ranges • Washers and Dryers • Food Freezers • Dishwashers • Disposers • Room and Central Air Conditioners • Dehumidifiers • Water Heaters • Built-in Wall Ovens • Cooking Tops and Fold-Back Surface Units

●

Bath scales
are fast
becoming
a big
item in
appliance
stores

↕

the

BIG

name in

bath scales

is

BORG

○

addition, small things like timing and the weather have a way of cropping up big in the final results to the retailer. Basically, it was the distributor's baby.

Evaluating the promotion, most of the dealers say, "Well, with a thing like that, you can't put your finger on anything and say you gained so many dollars from it." One exception is Willard Lowe of Lowe's TV in Gary, Ind., where Graham appeared for 20 minutes one morning. Lowe had a store-full of adults waiting to get footballs signed by the star. A full-page ad in the Gary Post-Tribune by Lowe is credited with this. The ad offered an autographed football for \$1.95 to any boy or girl who came in accompanied by his mother or father. In the following week, Lowe sold at least 10 sets which he could trace to the Graham promotion.

As a result, Willard Lowe is sold on this kind of promotion, particularly with Graham, and will go along with any other promotion Motorola creates. "I've tried some of all kinds of promotion," Lowe says, "but this beat everything."

Does It Pay? By and large, Motorola dealers contacted are happy with the promotion, particularly those in smaller towns, where excitement is more easily generated,

and retailer identification is easier to get. Where it was necessary to "spread Graham thin" in a big town among six or eight dealers, the promotion got hectic, and more emphasis was necessarily put on newspaper, radio and TV coverage of the event than on the active retailer promotion. But, in the main, the promotion paid off for the retailers connected with it as well as did the factory.

Motorola is completely sold on this sort of activity. They've signed another athletic star—baseball's Bob Feller—to work with Otto Graham as a "Motorola Consultant on Youth Activities." Using all-time greats like these two, who have personal fans all over the country, is a sure-fire way to get newspaper copy in almost any town in the United States, Motorola thinks. Business and civic groups are always glad to gather to hear them talk; radio and TV sportscasters give them time; and people flock around to get autographs.

The key word is "identification." Motorola and Motorola dealers share the spotlight with the stars, and the stars garner plenty of spotlights. Though results are hard to trace, dealers who got into the act in 1956 almost all say they'll go again in 1957, which means they think it pays.

Every Farm Has a Kitchen...

... and *Successful Farming* magazine offers a merchandising program to help appliance stores sell kitchen planning and the appliances that go with it

Some aids for tapping the vast farm kitchens market are offered by *Successful Farming* magazine. To help appliance dealers enlarge their farm kitchens sales, the magazine has developed a number of selling tools.

Through research and personal experience, *Successful Farming* editors have compiled a list of the most-wanted and most-needed features of a farm kitchen. Based on these requirements, they have developed a basic concept of farm kitchen planning that they feel meets farm needs. This plan of farm kitchen design suggests nine basic work and living centers in the farm kitchen. They are those for mixing-baking, cooking-serving, clean-up, laundry, sewing, family living, dining, planning, and business.

Each center is designed to do a specific job, complete with modern equipment, work, and storage space.

To help dealers sell more appliances to supply these basic work centers, *Successful Farming* has made available:

—a full color film strip with synchronized sound entitled "Planning Your Farm Kitchen." This is avail-

able to dealers at a cost of \$9.95.

—a *Farm Kitchens Ideas* booklet with practical ideas for farm kitchen planning. This is available to dealers in quantity at varying prices.

Appliance dealers purchasing the film strip or a minimum of 100 copies of the ideas booklets (\$12.50) will receive two additional merchandising aids from the magazine free of charge:

1) The name of their store will be listed in ads in April and September as an Authorized *Successful Farming* Kitchen Ideas Center.

2) A series of three packages of dealer merchandising materials will be sent them during 1957.

Additional information on tying-in with this promotion can be obtained from Fred Stines, Manager, Sales Promotion and Merchandising, *Successful Farming*, 1716 Locust Street, Des Moines, Iowa.

Wicht Resigns

John M. Wicht has resigned as vice president and manager of Blackstone Corp.'s home laundry division. Before coming with Blackstone, Wicht was with General Electric Co.

(ADVERTISEMENT)

Humes Music Finds 'IRISH' Recording Tape Line Brings Increased Volume



"Our sales of magnetic recording tape have really boomed since we started stocking the IRISH line," says

Mr. Jack Humes, owner of Humes Music Store, Columbus, Georgia.

This firm is one of the Southeast's better known musical merchandisers. Discriminating in its choice of lines, Humes stresses customer satisfaction in its merchandising program.

"Once our customers start using IRISH Ferro-Sheen tape they always come back for more," Mr. Humes says. "They tell us they prefer IRISH Ferro-Sheen tape because the oxide doesn't wear off on the recorder heads and because it gives better reproduction of sound."

"We are pleased with the IRISH line because IRISH pleases our customers!"

"IRISH" brand recording tape is manufactured by ORRadio Industries, Inc., of Opelika, Alabama, world's largest exclusive magnetic tape manufacturer.

IF . . . YOU CHANGE YOUR ADDRESS

Be sure to notify us at once, so future copies of **ELECTRICAL MERCHANDISING** will be delivered promptly.

Also make certain you have advised your local Post Master of your new address so other important mail doesn't go astray.

Both the Post Office and we will thank you for your thoughtfulness. Mail the information below to: Subscription Dept., **ELECTRICAL MERCHANDISING**, 330 W. 42nd St., New York 36, N. Y.

NEW

Name

Address

City..... Zone.... State.....

Company..... Title.....

OLD

Name

Address

City..... Zone.... State.....

ELECTRICAL MERCHANDISING
330 W. 42nd St. N. Y. 36, N. Y.

GET FULL SERVICE PROFITS



FACTORY SPECIFICATION PARTS cut call-backs...protect your service reputation

There's a big difference between "off-brand" parts that cause costly call-backs — and Factory Specification Parts that fit right and work right with one call. And that difference is measured in your profit or loss.

Here's why. All Factory Specification Parts are designed and engineered especially for RCA WHIRLPOOL appliances. They are made to exacting specifications and tolerances. Their quality is rigidly controlled throughout production.

Whatever the service job, if it's an RCA WHIRLPOOL appliance, be right the first call by installing Factory Specification Parts. Others may seem the same — but

they can't provide the same dependable, low cost service. Contact your RCA WHIRLPOOL distributor or A.P.J.A. parts jobber now. There can be no substitute for quality . . . and there can be no substitute for a Factory Specification Part.

FSP*

Factory Specification Parts for



Whirlpool APPLIANCES

meet the toughest specifications in the industry

* Tmk

Service Division, WHIRLPOOL-SEEGER CORPORATION • St. Joseph, Michigan

the **NEW**

YEATS "Shorty" STATION WAGON & PANEL PICK-UP appliance dolly

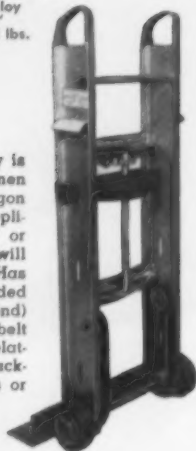


YEATS Model No. 5
Aluminum alloy
Height 47"
Weight 32 lbs.



Folding platform is 13 1/2" x 24 1/2"—attaches instantly. (Platform only) \$9.95.

Only 47" tall, this new YEATS dolly is designed for TV and appliance men who make deliveries by station wagon or panel truck. No need to detach appliance for loading into the "wagon" or pick-up... the YEATS "Shorty" will slide into your vehicle with ease. Has aluminum alloy frame with padded felt front, quick fastening (30 second) strap ratchet, and endless, rubber belt step glide. New YEATS folding platform attachment, at left, saves back-breaking work handling TV chassis or table models. Call your YEATS dealer today!



YEATS "Everlast" COVERS & PADS

YEATS semi-fitted covers are made of tough water repellent fabric with adjustable web straps and soft, scratchless white flannel liners. All shapes and sizes—Write.

Range
Cover



Refrigerator Cover

SEND postcard for full information on our complete line TODAY!

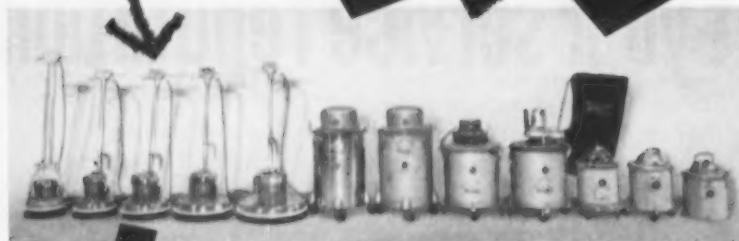
YEATS

appliance dolly

sales company

2127 N. 12th STREET MILWAUKEE 5, WISCONSIN

**LOOKING FOR A LINE
OF PRODUCTS THAT
WILL SELL IN VOLUME
WITH REAL PROFIT
MARGINS?**



PREMIER heavy-duty vacuums and floor machines are it!

With a complete stock of vacuums and floor machines in both portable and heavy-duty models—PREMIER satisfies all cleaning requirements with economical, simply-operated, adaptable equipment. Your customers are buying PREMIER machines—why don't you sell them?

PREMIER offers you an established name in the market, a high quality line of machines and tools, fast delivery, and advertising support—all of which means easy and profitable sales for you! So why not investigate the whole story? Fill in the coupon and mail today!

Gordon L. Bowman, General Sales Manager
The PREMIER COMPANY
Dept. 203, 755 Woodlawn Ave., St. Paul 1, Minnesota
35 Gerrard St. West, Toronto 2, Canada

Please rush me free information on the complete line of PREMIER products and how PREMIER can produce profits for me!

Name _____
Address _____
City _____ State _____

ALL PREMIER machines are listed, U.L., and Can. Stand. Assn.



RADIO-TV

Up, Not Down . . .

. . . would appear to be the color price trend as RCA raises the list on three units, predicts more boosts by next summer; price-leader holds the line

Those who are waiting for a drop in color TV prices received a severe jolt early in February. Those "in the know" within the trade weren't quite so surprised, however.

The Radio Corp. of America, leading exponent of color TV and the company which spearheaded sales with a \$495 set, has announced that prices are going up. Increases of \$45 to \$50 in the nationally advertised prices of three of the ten models in the current line of color receivers were announced by the company. Still further increases were predicted.

The lowest-priced RCA Victor color receiver, the Aldrich, a table model selling at \$495, remains unaffected by the increases. But, as was pointed out in ELECTRICAL MERCHANDISING last month, the company suffered substantial losses on color last year, and it can be assumed that the price leader isn't a money-maker.

The upgraded models are all consoles. The Westcott has gone from \$595 to \$645; the Dartmouth from \$650 to \$695; and the Whitby from \$695 to \$745.

Upward Trend. "The continuing upward trend in the cost of materials and labor makes these increases necessary," said television division vice president and general manager Charles P. Baxter in a letter to distributors. "We are doing everything possible to hold the price line without sacrificing the present high quality of RCA Victor sets."

"We know there is no possibility of reducing our prices on current RCA Victor color television receivers," he added. "Furthermore present indications are that it may become necessary to make further increases on all models by next summer."

Baxter pointed out that RCA and many other manufacturers were forced to raise the prices of black-and-white receivers last fall.

But, he added, "in the little more than two years that we have been marketing color television receivers, we have been able to cut the lowest nationally-advertised prices in half—from \$1000 to under \$500."

"Now due to circumstances beyond our control, we must increase prices to maintain the stringent quality and performance standards which characterize RCA Victor products."

Baxter added that "we are more firmly convinced than ever before

that the future of television is in color. Furthermore, we are confident that the increasing sales of color television sets during 1957 will return a fair profit for ourselves, our distributors, and our dealers."

Antennas & Tickets

JFD Electronics, Inc., is supporting the theater in a big way. As part of the promotion of their new concealed indoor television antenna, the "Magic Genie," the company is offering free tickets to hit-show "No Time for Sergeants" (in the case of New York area dealers) and movie-epics "The Ten Commandments" and "Around the World in 80 Days" for dealers outside the New York area.

Free ducats by the pair go to each dealer for the purchase of ten of the new antennas. JFD reports that this has moved 50,000 antennas in a month. The company hopes to sell up to 400,000 this year. So far, the campaign has been confined principally to the New York area, but present plans include wider promotion.

The new antenna leaves only its twelve-position dial, slightly more than three inches high, showing on top of television sets. The balance of the antenna, containing its printed-circuit "clarifier," is concealed behind the back of the set to which it is attached. The unit retails at \$14.95 with a mark-up to \$17.95 to allow for trade-ins.

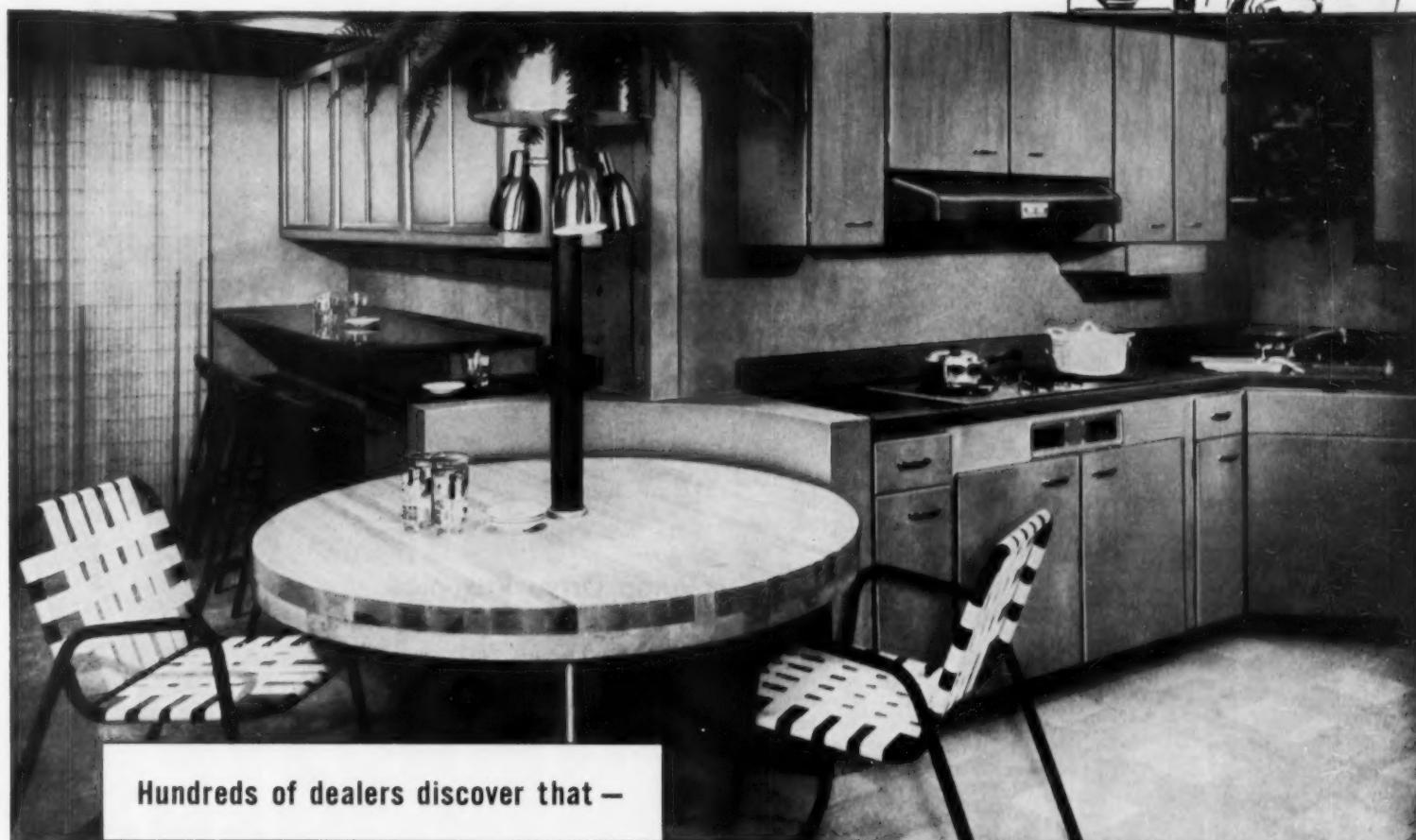
For Fair Trade

Buying executives in the nation's leading department stores who are concerned with electric appliances and electric housewares are overwhelmingly in favor of a national Fair Trade law on branded merchandise, according to a survey by ELECTRICAL MERCHANDISING.

Of these buying executives, 127 replied to the question: "How do you feel about a national Fair Trade law on branded merchandise?"

Ninety-two of them (72.4 percent) said they were heartily in favor of such a law. Seven (5.5 percent) are "mildly" in favor. Sixteen (12.6 percent) are strongly opposed.

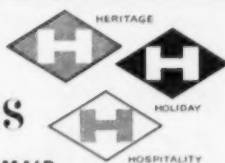
Only wood could bring such terrific response!



Hundreds of dealers discover that —

**Triple H
Kitchens**

BY KITCHEN MAID



offer a tremendous
NEW SOURCE of PROFIT!

Overwhelming consumer preference for wood

It's a proved fact that nearly nine of every ten women prefer kitchens of wood. It's obvious, then, that it's just sound business to handle the biggest, brightest and best wood kitchens of them all — Triple-H Kitchens by Kitchen Maid.

Kitchen Maid offers you more than any other franchise

Kitchen Maid has been consistently advertised nationally for over forty years. It's a brand name! In addition, you're backed by the oldest, most experienced distributor organization in the industry, with the plus benefits of cooperative advertising, wholehearted merchandising support.

Never in Kitchen Maid's fifty-year history has a dealer reaction been so sudden, so overwhelming, so enthusiastic. Announcement of the new Triple-H Kitchens line, coupled with the first public showing of this representative exhibit, has proved, beyond question, that here is the long-sought answer to the lush promise of the kitchen business. For here is the superb new HOSPITALITY LINE, the perfect combination of quality, convenience and beauty that has eluded all kitchen manufacturers in the past. Here, too, is America's premier kitchen of wood . . . Kitchen Maid's incomparable HERITAGE LINE. And when the call is for color, you have the HOLIDAY LINE, in a choice of lovely decorator shades or colors to match any appliance. Here, in short, is the complete answer to the dealer need . . . the widest choice of kitchen styles, features and prices in America!



KITCHEN MAID
FIRST AND BEST IN
KITCHENS
OF WARM AND FRIENDLY **WOOD**

Send for this
Brochure.
Gets you
started
in a hurry!

The Kitchen Maid Corporation, 773 Snowden St., Andrews, Ind.
Gentlemen: Please rush complete introductory brochure about your new Triple-H Kitchens. I am a ☐ Dealer ☐ Distributor.

Name _____
Address _____
City _____ State _____

IT'S Blue Chip



Quality

Tung-Sol Magic Mirror Aluminized Picture Tubes mirror twice the light to create a picture twice as bright. They bring out the best in every set. Install these superior tubes and see the difference . . . the difference that pays off in smooth, callback-free service and satisfied customers. Tell your supplier you'd rather have Tung-Sol Tubes.

TUNG-SOL ELECTRIC INC.
Newark 4, N. J.

Sales Offices: Atlanta, Ga.; Columbus, Ohio; Culver City, Calif.; Dallas, Texas; Denver, Colo.; Detroit, Mich.; Irvington, N. J.; Melrose Park, Ill.; Newark, N. J.; Seattle, Wash.

Blue Chip Quality
TS TUNG-SOL
Magic Mirror Aluminized
PICTURE TUBES

ASSOCIATIONS

Room Unit Btu Ratings

Air-Conditioning & Refrigeration Institute releases cooling power capacities of 15 manufacturers' lines; Philco files preliminaries; six more to come

According to a promise made last year, the Air-Conditioning & Refrigeration Institute has released a tabulation of the Btu/hr ratings of 1957 room air-conditioner lines being made by manufacturers participating in ARI's program for industry-wide adoption of Btu ratings. The ratings are arrived at as the result of tests prescribed in ARI Standard 110-56.

ARI's managing director George S. Jones, Jr., made public the ratings of 15 manufacturers. He said that all of these have published their ratings in consumer literature, specification sheets or other material. Philco Corp.'s appliance division has filed with ARI its unofficial preliminary ratings, but says its test program was delayed by a strike.

In addition to the 16 cooperating manufacturers, an additional six have assured ARI that they will publish their ratings in future publications of specifications and consumer literature and will supply ARI with test data as soon as it is compiled.

The products of these 22 manufacturers, who said they would participate in the program initiated last September, constitute almost 90 percent of the U. S. output. Jones said that these manufacturers recognize the need for establishing some common basis which would provide an understandable measuring stick of cooling capacity for the public—a measurement which would dispel confusion which has grown up as a result of rating the capacity of room air-conditioners in terms of "tons" and "horsepower." (See ELECTRICAL MERCHANDISING, February, Page 81.)

While Btu's have been used by some manufacturers in the past, failure to use a uniform standard method of testing and rating has made the several previously-used Btu ratings unrealistic and of little value for comparative purposes, according to ARI.

ARI explains that, while the definition of a Btu may not fit in with the average householder's experience, the fact that he will be able to learn from his dealer and published literature of the comparative "ARI Btu-per-hour rating," will enable him to make his decision on the basis of cooling capacities of the various types, styles, and designs offered for sale.

The 15 manufacturers who have released their Btu data are: Airtemp

division, Chrysler Corp.; Birtman Electric Co.; Carrier Corp.; Emerson Electric Manufacturing Co.; Friedrich Refrigerators, Inc.; Frigidaire division, General Motors Corp.; General Electric room air conditioner department; Gibson Refrigerator Co.; Hotpoint Co., division of General Electric Co.; Hunter Fan & Ventilating Co.; Kelvinator division, American Motors Corp.; Sears, Roebuck & Co.; The O. A. Sutton Corp. (Vornado); Westinghouse Electric Corp.; and York Corp., subsidiary of Borg-Warner Corp.

Pump Drive Resumes

Resumption of the drive to sell pumps to farms, in abeyance for the past five years, was announced at the January meeting of the Pump Manufacturers Association in Chicago. Promotion will consist of folders pointing out the financial gains possible with products with use of water. Mailings are being made suggesting how programs can be set up, home demonstrations given, and pump dealers brought into the picture.

May, 1957, is again National Water System month, the ninth in a series. A self-made poster is being sent out and there will be cards for dealers' displays. John Hosford is secretary of the Pump Manufacturers, with headquarters at 29 South La Salle St., Chicago.

Guy M. Sharpe, comptroller of Red Jacket Pumps, spoke on the tight money situation. He said that in the pump business a 15-day lapse generally took place formerly between the receipt of a bill and its payment. If it gets up to 22 days, manufacturers are in trouble. It is already running 19 days.

Upgrading Products

The sixth National Trade Show of the House-to-House Industry in New York City last month pinpointed an interesting fact for those who deal in housewares. This year's show, which many said was bigger and better than ever, revealed a trend in housewares to upgrade products.

Many of the 205 exhibitors at the show demonstrated housewares of varying types and nearly all agreed that their products had

IT'S Tung-Sol



Quality

Tung-Sol receiving tubes for TV, radio and Hi-Fi replacement are exactly the same as those supplied leading independent set makers. This one quality, Blue Chip Quality, is your assurance of long, trouble-free service that keeps customers with you year after year. Tell your supplier you'd rather have Tung-Sol Tubes.

TUNG-SOL MAKES:

All-Glass Sealed Beam Lamps, Miniature Lamps, Signal Flashers, Picture Tubes, Radio, TV and Special Purpose Electron Tubes and Semiconductor Products.

Blue Chip Quality
TS TUNG-SOL
RECEIVING TUBES

Sylvania repeats for March



**BY
POPULAR
DEMAND!**

SYLVANIA 17" ^{*}SLIM JIM

* Overall diagonal 150 sq. in. viewable area

110 PORTABLE TV

to Retail from \$139.95

Manufacturer's suggested retail price

Plus Special Introductory Offer!

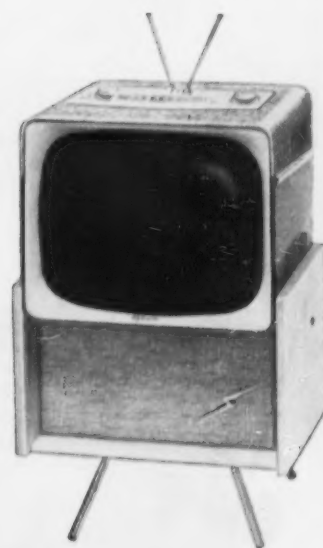
For a Limited Time this \$24.95 Swivel Base

Customer response to Sylvania's special base offer with the sensational new 110 Portable was so overwhelming, it is being repeated in March. It will again be the "Promotion-of-the-Month" in another powerful national advertising campaign.

This exclusive Sylvania swivel base transforms the Slim Jim into a full-fledged console model. It swivels the set to any point of view—completely around or up and down!

ONLY \$4⁸⁸

to your customers with the purchase of
Sylvania's 110 Portable



Promote with Sylvania 110 Portables—

**EVERY SATURDAY ON "THE BUCCANEERS"
LIFE Magazine, MARCH 11...SAT. EVE. POST, MARCH 23**

Appliance Dealers:

IS 1957 THE YEAR YOU'LL MAKE THE CHANGE?

How would you like to get into a new, exciting type of appliance business . . . one that has no competition . . . one that has no price-cutting, no trade-ins . . . one with exceptional income potential?

Our company is just 7 years old, but the growth has been rapid, thanks to the ever-widening acceptance and recognition

of our products.

Look at our growth figures . . . note the ten-fold increase in volume in just four years. Note, too, the healthy signs of adequate advertising and research support. This is not small business any more by any standards, and our growth curve is still rising. In fact, 1957 promises to be phenomenal . . .

COMPANY GROWTH

| | GROSS SALES | ADVERTISING | PRODUCT RESEARCH |
|-----------|--------------|-------------|------------------|
| 1952..... | \$ 1,649,134 | \$ 35,241 | |
| 1954..... | 4,982,958 | 234,594 | TO DATE |
| 1956..... | 16,875,400 | 762,000 | \$270,497 |

All figures are available for inspection.

Where do you fit in?

At this moment, there are valuable distributor/dealerships open in Chicago, Milwaukee, Detroit, New Orleans, Louisville, Kansas City, and many other large and small cities. If you have sound business experience, sufficient capital to make

the usual investment in store and personnel and the incentive to move into something big . . . we'd like to hear from you.

Write, giving full particulars regarding your business background to Mr. R. E. Donegan, Adamsville, Pa.

IS THIS YOUR YEAR?

Anyone can deliver the largest appliance...



because it balances the load!

PITY THE POOR FISH who's never used an Easload Appliance Truck. He's working too hard! Easload balances the load easily and safely, puts very little weight at the handles. One man can pick up or deliver 800 lbs. easily. Large wheels with cushion or solid rubber tires swing forward to load, backward to lock in balancing position. Web belt...ratchet-type cincher...rubber-covered, all welded tubular steel frame.

Only \$57.50

COLSON EQUIPMENT & SUPPLY CO.

1317 Willow St., Los Angeles 13, Calif.



EASLOAD
APPLIANCE TRUCKS

TAKES 1/2 THE STRENGTH



Slides in and out of trucks



Slides up and down stairs...

been upgraded since last year. This, they said, was due largely to consumer education through the various advertising mediums, particularly television. The housewife has seen good products advertised and she wants them in her home, the exhibitors claimed.

At least one exhibitor at the show showed signs of taking giant

steps into standard appliance distribution channels. This was a sewing machine manufacturer who now looks forward to substantial sales in appliance stores.

Officials at the show predicted a great future for door-to-door selling on credit. They said that estimated volume of this form of sales has reached \$1-billion.

What's in the Mortgage?

Government survey shows just what appliances are included in "package mortgages," includes percentage breakdown by classes of houses

An analysis of just how extensively household appliances are included in the selling price of new houses, under the so-called "package mortgage" system, has been published in a report by the Department of Labor's Bureau of Labor Statistics.

The information was included in a study, "Characteristics of New Housing, First Quarter, 1956," which the Bureau of Census made.

For all classes of houses, ranging in price from less than \$7000 to \$20,000 and over, 19 percent of electric stoves were included in the selling price; refrigerators, 5 percent; dishwashers, 11 percent; garbage disposal units (in sink), 32 percent; garbage disposal units (incinerator), 2 percent; kitchen exhaust fans, 55 percent; food freezers, 1 percent; washing machines, 3 percent; clothes dryers (gas), 1 percent; clothes dryers (electric), 2 percent; attic fans, 5 percent; radios, 2 percent; and television, 1 percent.

For houses in the \$12,000-\$15,000 class: electric stoves, 9 percent; refrigerators, 2 percent; dishwashers, 2 percent; garbage disposals (in sink), 27 percent; garbage disposals (incinerator), less than .5 percent; kitchen exhaust fans, 51 percent; food freezers, less than .5 percent; washing machines, 3 percent; clothes dryers (gas), 1 percent; clothes dryers (electric), 2 percent; radio and television, less than .5 percent; and attic fans, 5 percent.

For houses \$20,000 and over: electric stoves, 49 percent; refrigerators, 15 percent; dishwashers, 37 percent; garbage disposals (in sink), 48 percent; garbage disposals (incinerator), 10 percent; kitchen exhaust fans, 80 percent; food freezers, 2 percent; washing machines, 7 percent; clothes dryers (gas), 2 percent; clothes dryers (electric), 4 percent; radios, 4 percent; television, 1 percent; and attic fans, 7 percent.

Spectacular Promotion



A TV SPECTACULAR is slated to push Youngstown's new Monterrey line. Shown talking over the matter are, left to right: H. F. Howell, Youngstown's kitchen sales manager; M. L. Onda, general manager of merchandising; agency man Ed Richter; and C. D. Alderman, vice president in charge of sales. The hour-long "spectacular" will feature a salute to Kate Smith. It will be televised over ABC April 28.

SCENE AT FRIGIDAIRE exhibit at Builder's Show was typical as visiting builders cross-examined manufacturers on products and policies. Frigidaire assured builders its deal was "personalized".

*In Chicago
in January
home builders posed*



Lots of Questions for the Manufacturer



MORE SKEPTICAL than the lady behind him this builder had some specific questions for the Republic Steel rep talking with him.

As usual, some 30,000 builders and their wives showed up in Chicago for the National Association of Home Builders convention in January.

Hit of the show was a new kind of clinic. Called the "One-to-Twenty" series, this set of how-to-do-it discussions, panels and speakers drew jam-packed crowds every day and every hour by concentrating on the problems and advantages of the builder who "builds custom" and in small quantities, up to 20 houses a year.

Other clinics, which concentrated on such problems as shopping center building, urban renewal, prefabrication, and other subjects of interest to the bigger builders, got little attention compared to the "One-to-Twenty" series. Building industry people pointed to this

kind of selective attendance as evidence of the whole market swing brought on by the tight money market. "These guys are going to build custom houses, now," said one manufacturers' man, "Even if they built 50 or 100 houses last year."

With the builders concentrating on clinics, their ladies often skipped the usual run of sight-seeing programs to concentrate on the Women Builders Program, and on shopping the displays and merchandise offered by some 400 exhibitors. The women seemed to concentrate on cabinets, appliances, bathrooms and finishing materials, and showed note-taking interest in anything new.

The one bad feature of the show? Well, most manufacturers agreed that "they just aren't buying like they used to."



BUILDERS LIKED the squared-up lines of 1957 appliances. Comments at this G-E display, for example, centered on ease of building-in the new free-standing products for the kitchen.



FIRST QUESTION from the lady visiting the Philco booth: "How is it different?". Many wives skipped usual sight-seeing program, concentrated instead on finding out what was new in kitchens, bathrooms and finishing materials.

NEW FACES IN NEW POSITIONS



C. H. RIPPE

Hamilton Mfg. Co.—A new merchandising staff has been created under the direction of C. H. Rippe, former sales manager of the com-



RALPH E. HALVORSEN

pany's appliance division. Ralph E. Halvorsen has been named appliance product manager in the new setup.



ROY L. HATFIELD

Frigidaire Div., General Motors Corp.—Roy L. Hatfield has been named refrigerator-freezer sales manager. Terry D. Kennedy, former



TERRY D. KENNEDY

merchandise manager of the Crosley-Bendix division of AVCO has been appointed laundry product sales manager.



W. T. HALKET

A. O. Smith Corp.—W. T. Halket has been named general sales manager of water heating products and



J. W. BURLESON

J. W. Burleson to a similar title as general sales manager of heating and air conditioning products.



RICHARD S. CARRINGTON

Permutit Co.—Richard S. Carrington has been named manager of the household sales division.



A. OTTO MILLER

Modem Div., George Getz Corp.—A. Otto Miller has been named sales production manager.



G. A. HINCKER

Webcor, Inc.—G. A. Hincker has been appointed advertising manager. Hincker had previously served as assistant advertising manager.



JOHN L. WILLIAMS

Youngstown Kitchens—John L. Williams had been appointed advertising manager and Ted F. Berndt sales promotion manager.



HENRY M. HAASE

York Corporation—Henry M. Haase has been named president of the corporation. In his new position Haase succeeds Stewart E. Lauer who has been appointed chairman of the board. J. W. Gerrard is the newly appointed St. Louis branch manager.



JAMES G. KOONTZ

Easy Laundry Appliances—James G. Koontz has been named national field sales manager. Koontz had previously served in a similar position with the Crosley-Bendix Corporation. John R. Annau has been appointed assistant advertising and sales promotion manager.



KENNETH R. JOHNSON

Packard-Bell Electronics Corp.—Kenneth R. Johnson has been appointed vice president in charge of the home products division of the corporation. Johnson was formerly vice president in charge of sales.



RICHARD H. SMITH

Blackstone Corp.—Richard H. Smith has been appointed vice president in charge of sales for the home laundry division. Smith joins Blackstone after having served with the Frigidaire division of GM.

DuMont Labs, Inc.—Allen B. Robert G. Furlong has been named marketing manager. Furlong was previously associated with Philco as a district manager. Paul S. Dove is the newly named manager of DuMont's Washington offices.

Mitchell Mfg. Co.—Harold Kreegel has been named district sales manager for air conditioners in Florida.

Stromberg-Carlson—James M. Martin has been appointed district manager in the southwest.

Pryne and Co., Inc.—E. F. Kelly, formerly executive vice president has been elected president. Kelly succeeds Ralph Pryne, founder of the company, who will remain active as chairman of the board.

Whirlpool-Seeger Corporation—Louis Bravacos has been appointed district manager, kitchens, for RCA Whirlpool appliances in the Cleveland regions. Earl Mitchell assumes a like title in the Atlanta region and Melvin Gayer, district manager, refrigeration, in Chicago.

For Outstanding Performance



JOHN A. SULLIVAN, left, president of Tuttle & Kift, Inc., presents the "President's Award" for outstanding 1956 sales performance to Pete Dewees, center, of the H. K. Dewees Co., Atlanta, Ga. Watching is Bill Church, sales manager for Tuttle & Kift's distributor products division. The company manufactures electric range heating elements, switches, and controls.

DISTRIBUTOR NEWS

• **Norge Chicago Corporation** has announced expansion of their distribution facilities to include 22 counties in central Illinois. Operations for the new territory will be centered in Peoria and will serve a total of more than 150 local dealers. The expansion is expected to increase Norge Chicago volume by an approximate 15 percent.

• **Mavtag Co.**, Cincinnati, Ohio sales branch has been divided with the northern part of the sales area becoming the Indianapolis branch. The Indianapolis branch will service most of Ohio, central Indiana and two counties each in Illinois and Michigan. Cincinnati opera-

tions will encompass southern Ohio, and parts of Indiana, Kentucky and Tennessee.

• **Nelson Hardware Co.**, Roanoke, Va., has announced plans for construction of a new building to house executive offices and warehousing facilities. The new facilities will contain an approximate 125,000 square feet of space and will cover an area of three acres.

• **William Winstrom Sales Corp.**, Holland, Mich., has been purchased by A. D. Vining. The Winstrom name will be retained and present personnel will remain with the firm, however in future the company will operate from the Vining Industries plant in Greenville, Mich.

Passing Inspection



ADMIRAL CORP. officials join with executives of Lone Star Wholesalers, Dallas distributor, in approving Lone Star's new home. The 63,000-square-foot building was formally opened in January with a special product showing to dealers: Pictured are, left to right: M. C. Wells, regional manager for Admiral; Ross D. Siragusa, Jr., Admiral TV's national sales manager; W. F. Linville, vice president in charge of Lone Star's San Antonio branch; J. J. Shea, president of Lone Star; and B. H. Melton, national sales manager for Admiral refrigeration division.



with LAUND-R-VENT

**LAUNDRY DRYER
VENTING EQUIPMENT
BY**

**COLE-SEWELL
ENGINEERING CO.**

2288 UNIVERSITY AVENUE • ST. PAUL 14, MINNESOTA

- Vents
- Vent Kits
- Aluminum Pipe
- Fiberglass Ducting
- Window Plates
- Special Adapters



Make friends with your customers

Webb Manufacturing Co.
2019 N. 4th St., Phila. 33, Pa.

Send price of Slingabout or Wrapabout for
Model # _____ Make _____

☐ Refrigerator ☐ Freezer ☐ Dryer
☐ Range ☐ Washer (specify) _____

NAME _____

ADDRESS _____

CITY _____

ZONE _____ STATE _____

You sell the appliance on your showroom floor, but when you deliver it, you sell yourself. So if you want your customers to remember you with pleasure, do a professional job on every delivery. Protect appliances such as ranges and refrigerators with Webb Slingabouts.® They guard the appliance against bumps and scratches, spare customers' paint and woodwork. Webbing handholds help men maneuver appliances smoothly into place. For further information about Slingabouts (water-repellent canvas jackets lined with soft flannel), fill in the coupon opposite.



SLINGABOUTS

For Radio, TV, Air Conditioners,
ask about Wrapabouts®

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omissions.*

Magnavox Winner



H. BOGRAD & CO., Paterson, N. J., appliance dealer, was a national winner in the Magnavox fall and winter national window contest. Winners in three classifications were Lansburgh's, Washington, D. C., (furniture and department store); Bograd & Co. (appliance dealer); and Tupper & Reed, Berkeley, Calif. (music store).

Distributors Named

Admiral—Southern New England Distributing Corp., Hartford, Conn.
Amana—Arco Distributors, Inc., Lansing, Mich.
Du Mont Labs, Inc., Allen B.—Penn Appliance Distributors, Inc., Harrisburg, Pa.; Sydlce Electronic Supply Co., Springfield, Mass.; Neyhart's, Inc., Williamsport, Pa.
Fasco Industries, Inc.—Clarke & Noce, Inc., Pittsburgh, Pa.; Meyer-Orens Co., Miami, Fla.; Gaines & Co., Kansas City, Mo.; Clyde E. Malone & Assoc., St. Louis, Mo.
Emerson Radio & TV—Thoben Elrod Co., Atlanta, Ga.
Eureka Williams Corp.—South Bend Electric Co., South Bend, Ind.
Gibson Refrigerator Co.—Gas & Electrical Equipment Co., Oklahoma City, Okla.; Hynes Brothers, Inc., Washington, D.C.; Paramount Radio, Omaha, Nebr.; Rhode Island Distributing Co., Providence, R. I.; Leon Patat & Co., Charleston, S. C.; C. R. Rogers Corp., Pittsburgh, Pa.; Dunkelman Co., Shreveport, La.; Inter-

state Distributors, Kansas City, Mo.; Emmons-Hawkins Hardware Co., Huntington, West Va.
Hamilton Mfg. Co.—Penn Appliance Distributors, Inc., Harrisburg, Pa.
Mitchell Mfg. Co.—Joseph M. Zamoiski Co., Washington, D. C.
Motorola, Inc.—Elliot-Lewis Corp., Philadelphia, Pa.
Norge—Fridley Brothers, Inc., St. Louis, Mo.
Olympic Radio & TV—J. N. Cezan Co., Los Angeles, Cal.
Perfection Industries, Inc.—Allison Erwin Co., Charlotte, N. C.
Republic Steel Kitchens—Southern Supply Co., Lexington, Ky.
Whirlpool-Seeger Corp.—Radio and Appliance Distributors, Inc., East Hartford, Conn.

Letters

To the Editor:

We have read, with considerable interest, your market study on electrical bed coverings in your annual Statistical and Marketing Issue. While I agree with much of what has been said in the article, I should like to differ with your writer when he says that in 1956 "there were few product innovations." He makes no mention of the footwarmer blanket manufactured by Bobrich Products, for the Philco Corporation. Prior to developing this blanket our firm undertook an extensive research program to study the physiology of body temperature and its effect on sleep. On the basis of this study, and on the basis of reaction of electric blanket owners to the new footwarmer blanket, we feel that the latter represents a significant product innovation.

The footwarmer will be incorporated and featured in the St. Marys electric blankets, and other blankets produced by Bobrich Products.

Louis L. Smith
President
Bobrich Products Corp.

Service Salute



VAUGHN MONROE poses with an enlargement of full-page ad to commemorate National TV-Servicemen's Week, March 25-30. RCA Tube division will back the week with extensive promotion.

EMPLOYMENT OPPORTUNITIES

The Advertisements in this section include all employment opportunities—executive, management, technical, selling, office, skilled, manual, etc.

Positions Vacant
Positions Wanted
Part Time Work

Civil Service Opportunities
Selling Opportunities Wanted
Selling Opportunities Offered

Employment Agencies
Employment Services
Labor Bureaus

DISPLAYED

RATES

UNDISPLAYED

NATIONAL
COVERAGE

The advertising rate is \$30.75 per inch for all advertising appearing on other than a contract basis. Contract rates quoted on request.

An advertising inch is measured 1/2" vertically on a column—3 columns—30 inches to a page.

Subject to Agency Commission.

Send NEW ADS and inquiries to Classified Advertising Division of ELECTRICAL MERCHANDISING, P. O. Box 12, N. Y. 36, N. Y.

\$2.10 per line, minimum 3 lines. To figure advance payment count 8 average words as a line. Position Wanted ads are 1/2 of above rate. Box Numbers—count as 1 line. Discount of 10% if full payment is made in advance for 4 consecutive insertions. Not subject to Agency Commission.

Assistant Sales Manager With Advertising Background

Challenging opportunity for young man 25-35—with flair for sales promotion of consumer mechanical specialties—develop direct mail programs to distributors/dealers nationally—ability to turn inquiries into orders—know and purchase printing—make rough layouts, copy for agency—handle all sales problems in absence of Sales Manager. Salary open. Good opportunity with well established, medium sized, independent manufacturer. Location Western New York. Submit resume. Confidential.

P-4338, Electrical Merchandising

Classified Adv. Div., P. O. Box 12, New York 36, N. Y.

VICE-PRESIDENT MARKETING

\$50,000

We are seeking a well qualified marketing executive experienced in all phases of a planned market development program including consumer research, market research, advertising, merchandising and field sales.

Our company is a well established manufacturer of fine quality consumer products. Our sales are in excess of \$25,000,000 and we are recognized leaders in our industry. Our location is in a desirable residential area with excellent school, cultural and recreational facilities. Preferred age 35 to 45 years. Compensation will include a liberal base salary plus a substantial incentive bonus plus an excellent capital gains opportunity through a stock option.

Your reply will be treated in complete confidence and should include age, present connection and home telephone number.

P-4223 Electrical Merchandising Class.
Adv. Div., P. O. Box 12, N. Y. 36, N. Y.

SERVICE MANAGERS

National merchandising firm with outstanding record of growth and profits needs qualified service managers. Should have solid technical knowledge of TV and all major appliances, as well as good administrative ability; must be free to relocate; age preference 27-40.

Minimum starting salary \$7500. Outstanding employee benefits program. Reply stating age, previous experience and salary requirements.

P-4378, Electrical Merchandising,
520 N. Michigan Ave., Chicago 11, Ill.

MERCHANDISING

SUPPLEMENT PRODUCTS - SERVICES FOR MORE SALES—MORE PROFITS

RATES:

\$23.10 per inch. Contract rates on request. An advertising inch is measured 1/2" vertically on one column. There are 4 columns—40 inches to a page.

HAND TRUCKS

For safe and easy handling of Ranges, Refrigerators, Freezers, Washers, Air Conditioners, Pianos, Television sets, Venders, etc. Experience in manufacturing equipment for heavy case moving since 1901.

SELF-LIFTING PIANO TRUCK CO.

425 N. Main St. Findlay, Ohio



FAMOUS

Mend-it-sleeve



Permanently splices broken wires and coils in electric appliances, automotive and industrial equipment. Make repairs and splices quickly, cheaply. 6 Sizes.

WRITE FOR CATALOG & FREE SAMPLE

MEND-IT SLEEVE MFG. CO.

3125 Gloria Terrace Lafayette, California

Your inquiry will have Special Value

If you mention this magazine, when writing advertisers. Naturally, the publisher will appreciate it . . . but, more important, it will identify you as one of the men the advertiser wants to reach with this message . . . and help to make possible enlarged future service to you as a reader.

The Road Back



LAURENCE WRAY

Editor

THERE is heartening evidence of late that independent distributors and dealers are staging a major come-back in their fight for recognition as the backbone of distribution in the appliance-radio-TV industries.

In the past few months alone, more and more manufacturers have had occasion to re-assess the importance of this vast network of distributors and dealers in the process of moving their merchandise to the consumer. Post-war, after backlogs of demand were satisfied and production had been stepped up to record levels many of them became bemused with theories about newer and more efficient forms of distribution. It was argued that the function of the distributor was becoming obsolete; that he contributed little to the distribution process in return for the price he exacted. It was also argued that the dealers' cost of doing business was too high to make him competitive; that he had long since lost his specialty selling skills; that his servicing was inadequate and that he could not survive in an era of mass marketing. Only newer types of merchandisers, such as the discount house with its low operating cost and price appeal, it was said, could move the quantities of products pouring from the factories.

IT all sounded fairly plausible. And there is no doubt that many of the criticisms leveled at distributors and dealers had a valid basis. Independent distributors in the prewar days had made a great deal of money. They had expanded their operations, hired a lot of people of dubious productive ability and expected business to roll through their establishments as a kind of divine right. They had become fat cats. But with the establishment of factory-operated distributing branches in major metropolitan markets; with sharply reduced margins; and with a definite trend on the part of manufacturers to ship direct to "key accounts", the honeymoon was over. Today, independent distributorships are largely manned by a newer generation—young men who are aware that to survive they must deliver the volume, be competitive and cut their operating costs to the familiar bone. They know that loading dealers with merchandise without helping him to move it is going to be disastrous to both. For some time, the independent distributor has had his back to the wall, fighting for his business existence. But he is winning the fight as many manufacturers are willing to testify. In fact, many of them have told us that they are staking their future on the independent distributor.

The small dealer, of course, seemed most vulnerable. Department stores expanded their appliance operations post-war; chains mushroomed; contract builders assumed a new importance as million-a-year housing units were produced and, to cap the climax, a weird variety of discount operators invaded his domain. It seemed as though every conceivable method was used to deprive

him of legitimate business—by-passed here in favor of builders; by-passed there in favor of discount houses or key accounts; forced to buy from transshippers to get i.c.l. lots at carload prices; damned if he couldn't finance his business, damned if he couldn't service all the appliances sold by discount houses or builders, damned if he couldn't manage to find decent salesmen and damned because he protested the misuse of co-op advertising funds by his privileged competitors.

BUT the dealer is a tough baby. He is not in business today because he couldn't roll with the punches. He assessed his competition with a practiced eye and decided what he had to do to meet it. Sure, he discounted when he had to; now he is finding out that even the biggest discount houses are often getting more money for their merchandise than he is, so he is wising up. As for the discount houses themselves, all is not a bed of roses. The very term, "discount", has lost a lot of magic with the buying public. Every type of store, in every type of business, has tried to cash in on the publicity value of the word "discount" and, as might be expected, it has lost a lot of its potency. The real "schlock" operators have run into more and more trouble. They are failing all over the place. They are finding out that the public are getting wise to a lot of their sharp practices; that they are paying premiums for the kind of services that the legitimate dealer provides; that the inability to obtain proper service is a headache. On the other hand, there are discount houses that have prospered and grown. They have sensed the fact that the public will only respond to them in the same measure as they serve the public. They are adding service after service, building more elaborate stores, advertising widely, servicing, installing and delivering—even financing—so that their operations are flourishing. But their costs of operation have naturally been rising while that of the small dealer has been lowering. Today, they may be said to have merely joined the ranks of the legitimate retailers. But for every one joining the ranks of legitimate retailing, there are hundreds folding annually.

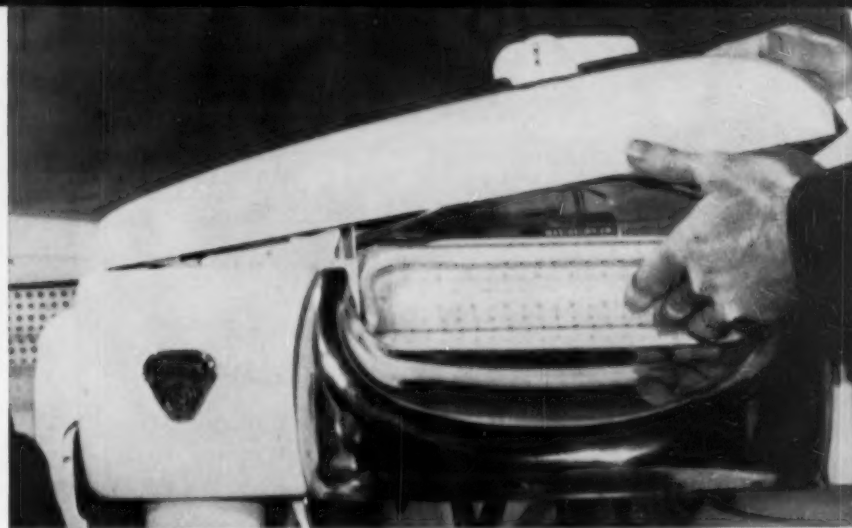
And so the manufacturer today is beginning to give increased attention to his distributor-dealer relationships. One large one told us recently that only eight percent of his volume was going to key accounts—some 12,000 dealers accounted for the rest of it. He was also strengthening his independent distributors by eliminating a few of the weak ones and awarding their territories to the nearby strong ones. But the key to their distribution structure will remain the independent distributor and his dealers—the stronger the better.

Hundreds of independent distributors and thousands of independent dealers, spread throughout the country, is a combination pretty hard to beat.

And they're not going to be . . .



"FULL LINE DISPLAYS SELL because they give customers a choice. It helps to create the feeling that wringer washers are in style and that lots of people are buying them. That's important because automatics have stolen the spotlight."



"BUILT-IN SAFETY is easy to demonstrate with Lovell wringers. On standard models, a quick push on the release bar releases roll pressure. On Instinctive models, a pull back in an emergency releases pressure on model 62—stops rolls on the Instinctive 77."

"What a year for wringer washers! 550 in '56"

reports Harold J. Hillman, Merchandiser, May Stern Company, Cincinnati, Ohio



"POINT OF PURCHASE displays in the showroom call attention to wringer washer features. And we advertise regularly in local newspapers. Premiums, such as a year's supply of detergent, build traffic for the store."

"It's profitable for us to advertise ourselves as a wringer washer dealer. Because they require few service calls, we've practically eliminated service costs. And because there's less competition, we don't have to give the discounts people expect on automatics."

"We've been able to save many sales by talking wringer washers. The lower price on wringer washers is attractive to renters, newlyweds and older people. About a continuing market in wringer washers? As long as there are people who are interested in economy, we expect to keep sales high."

"And we've found that the Lovell name on wringers builds confidence in the product we sell. It's a quality product and people know it."



"CLEANER CLOTHES are easy with a Lovell-equipped washer. Running a pencil and a towel through at the same time is a quick demonstration. Both are held tight—shows how dirt is squeezed from clothes."



"THE PERFECT PAIR is a Lovell-equipped wringer washer and a Lovell-equipped dryer. We tell women their wash is only half done when it goes through the washer. A dryer finishes the job—quickly, and in any weather."



PRESSURE CLEANSING WRINGER

Also makers of gas and electric drying systems

Lovell Manufacturing Company, Erie, Pa.

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Exclusive in the FOODARAMA '57 and every 1957 Kelvinator Refrigerator!

Only Kelvinator brings you that great new design and convenience concept, the greatest selling theme in the industry, "Store Easy, See Easy, Reach Easy" convenience. And Kelvinator brings you this powerful, convincing and easy to demonstrate superiority in a complete line of 24", 28" and 31" models. Again to spearhead a powerful

line Kelvinator brings you that proven traffic builder, the greatest exclusive, the most wanted big ticket appliance in the industry, the Foodarama '57. Get into business, good business with the line that means good business for you—Kelvinator, your top opportunity for '57.

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